

**The influence of mass media on countryside leisure visit
behaviour compared to the influence of childhood
socialization: A structural model of relationships.**

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Abstract

Those involved with the management of the countryside have an imperative to understand the drivers of behaviour towards it. This is particularly so, since the UK population is largely urban-based and yet still retains an attachment to green open spaces and engagement with the pastoral scene (DEFRA, 2009; Natural England, 2016). The media has been recognised as playing an important role in sustaining this attachment but its relative influence compared to the role of the family, other social groups and education is less well understood in this context.

The aim of this research is to provide a measure of the influences that underpin this attachment, specifically to develop a better understanding of the role of mass media as a component of the socializing factors which influence attitudes towards leisure behaviour in the countryside.

The measurement and exploration of these influences is based upon a pilot study, followed by a survey of 2775 respondents, in six urban centres in England during 2011 and 2012. The data was analysed in order to investigate the relative role of developmental and mass media influences on countryside leisure behaviour. The cognitive and emotional processes that catalyse these relationships were also evaluated. A structural model of relationships was then developed, which provided predictive measures of the formative influences upon countryside leisure behaviour.

Three key findings emerged from the research. The first confirmed that interest in countryside leisure may be derived from early socialization influences but significantly there are sub-groups for whom this early experience is irrelevant. These sub-groups developed their interest in countryside in later adulthood, inspired by the cultural discourse of rural themes represented in the media.

Secondly the research identified that the relative influence of early exposure to countryside interests from family and friends is weaker than the direct effect of media on current countryside visit behaviour. Thirdly the predictive relationship suggests that countryside knowledge, the normative and control influences of others and the media, work largely through emotional rather than cognitive processes in their effect upon countryside visit behaviour.

A further outcome of the research identified a control influence upon attitudes and engagement with the countryside, driven by pragmatic considerations of countryside as a resource for housing and infrastructure needs.

The significant findings from this research make a contribution to knowledge regarding the processes that influence countryside leisure attitudes and behaviour. Specifically, it confirms the importance of developing media strategy that reflects the emotional bond that people have with the countryside and targeting robust market segments, differentiated by media responsiveness and developmental influences. An effective media strategy is particularly important for those sections of the population, who have had little encouragement to engage with the countryside during childhood but are, in adulthood, responsive to its portrayal in the media.

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About the author

Following a career working as an Operations Analyst for an international hotel company in the Middle East and North Africa and a period working as a consultant for the tourism sector in London, the author joined Bournemouth University in 1984. Prior to joining the University the author had completed an MBA at the Cass Business School, which consolidated his interest and understanding of social and market research. Shortly after joining the University he established The Market Research Group (MRG), which had the principal aim of providing research services, to mainly service-oriented organizations. The research portfolio of MRG includes healthcare, local government, the police, tourism and leisure providers and supports the curriculum and research aims of the University.

The development of the MRG enabled the author to pursue his specific research interests in heritage interpretation for historic properties and the countryside. The National Trust commissioned several major studies for historic properties and countryside areas, investigating various management issues from 1994. In 2000 the National Trust commissioned a longitudinal study of historic and countryside properties in England, Wales and Northern Ireland, which continued until 2012.

Research into countryside issues and management was a central interest and focus for the author from 1994, commencing with a study of visitor impacts and motivations at Avebury, Wiltshire as a newly designated World Heritage Site. As the research work extended to other, less iconic countryside locations the issue of where urban-based visitor populations derived their inspiration to visit the countryside remained only partially answered and this deficit inspired the research discussed in this thesis.

Background to this research

Research projects conducted for the National Trust and other organizations involved with the management of the natural environment provided the background and inspiration for this thesis and the research that supports it. The contribution of socializing influences, such as family, peers, education and media to countryside leisure behaviour has been confirmed in various studies. However, the relative contribution of media as an enduring influence, compared to the temporally constrained effect of the other influences, has not previously been measured. This research sets out to make a contribution to a better understanding of countryside leisure behaviour, through the measurement of socializing effects upon it. Consideration of these relative influences will assist in the understanding of the countryside as a leisure resource and assist those responsible for management and planning.

The aim and execution of the research for this thesis are independent of any sponsoring organisations' influence and are specific to the fulfilment of a PhD undertaken as a part time programme of study. The research and thesis were entirely the work of the researcher, Stephen Calver. Some administrative support was provided by the research staff of MRG and a fieldwork agency undertook some of the data collection under the supervision of the researcher. Supervisory support for this research was provided by Bournemouth University.

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Chapter 1 - Introduction

1.1 Rationale

The need to understand the dynamics that lie behind the trends in countryside leisure behaviour, reported by organisations such as Natural England (2008, 2016) and VisitBritain (2009), is increasingly important for those involved with the planning and management of the countryside. This need has become more critical, as development pressures on countryside increase and largely urban-based populations renegotiate their relationship with the countryside, in the context of competing alternatives for their leisure time (Williams and Shaw, 2009).

There is an extensive literature investigating human-environment relationships that seek to explain the subjective experience of places. For instance, the concepts of 'rurality' (Halfacree, 1995; Cloke, 1997; Cloke, 2003) and 'sense of place' (Tuan, 1974; Jorgensen and Stedman, 2001) respectively propose the meaning of what is rural and the emotional attachment to countryside. Stokols et al. (1981) and Proshansky et al. (1983) are good examples of the latter, investigating the interdependence of place and people to create identity and meaning. In this discourse, consideration of the factors that influence the behaviour of mainly urban-based populations, towards the countryside, is limited while the focus on the relationship with the rural place is the main consideration.

Evidence from the literature suggests that the mass media play a central role in forming and sustaining engagement with the countryside (Phillips et al., 2001), through both early and later years socialization (McGuire et al., 1987). In order to understand leisure behaviour in the countryside fully it is, therefore, important

to evaluate the role of mass media, as a part of the socialization process and as a discreet, enduring, cultural phenomenon.

This study attempts to develop a better understanding of the role of mass media as a component of the socializing factors, which influence attitudes towards leisure behaviour in the countryside. Various theories, drawn from attitude research suggest a relationship between attitudes and behaviour (Wallace et al., 2005; Fazio, 2007). Azjen (2005) has also proposed a relationship between socializing agents and attitudes and this study attempts to provide a better understanding of these, by measuring the correlation between them and countryside leisure behaviour. A post-positivist approach is adopted, using participant inspired definitions of media and countryside in order to measure beliefs about the respective roles of media, family and friends, in the formation and regulation of countryside leisure behaviour. A multi-scaled questionnaire is used to obtain responses from the general population about their countryside leisure behaviour and beliefs. The intention is to use the data obtained to create a statistical model, describing the relative influence and contribution of the contributory factors described, to countryside leisure behaviour.

1.2 The Research Aim:

The aim of this research is to understand the influence of mass media on intended and actual visits to the countryside for leisure activity compared to the influence of childhood socialization.

1.3 The Research Objectives

The objectives of this research are to:

1. Evaluate the relationship between mass media and socialization, control and normative influences.
2. Evaluate how mass media and other forms of socialization, such as parents, peers and education, influence countryside leisure behaviour.
3. Explore the extent to which mass media as a socializing influence, has a discreet effect on countryside leisure behaviour.
4. Appraise the different patterns of visit behaviour amongst countryside visitors and the evidence for socializing affects that may cause these differences.
5. Develop a predictive model describing the relationship between socializing factors, normative and control variables and countryside leisure behaviour.

1.4 Overview of thesis

In order to meet these aims and objectives, the thesis begins with a review of the theoretical and conceptual approaches underlying this research. The relationship between attitudes and behaviour is discussed, followed by a review of the role of childhood socialization processes, including mass media, in the formation of beliefs, emotions and behaviours. The discussion then moves on to

the definition of countryside for leisure purposes, before proposing an appropriate methodology to measure the relative contribution of media, compared to other socialization processes influencing countryside visit behaviour. The chapters that follow analyse and discuss the results of the research before proposing a model that measures the relationship between socialization, media and attitudes towards countryside leisure behaviour.

Chapter 2 explores the relationship between attitudes and behaviour. It is proposed that attitudes correlate significantly with actual behaviour, as long as issues of correspondence and specificity are addressed and the moderating influences of social norms and other control factors are included in the estimation of effect.

Chapter 3 examines the role of socializing influences, parents, peers, education and mass media in the formation of attitudes during the life stages of the individual. The influence of mass media is discussed as an enduring and increasingly pervasive influence relative to other agents of socialization. Mass media is defined in order to provide the context for this research.

Chapter 4 discusses the context of countryside for leisure and the emotional and behavioural connections with it. Trends in countryside visit behaviour are discussed with the principal socio-economic, demographic and other factors that act as controls on countryside leisure behaviour.

Chapter 5 explains the methodology adopted in order to measure and investigate the relationships between socializing influences, beliefs and behaviour. The methodology was planned in two stages, a pilot survey stage and a final survey. The survey applied attitude scaling techniques and multiple items, or belief statements encompassing the main dimensions of the study.

This approach has been recommended to improve the correlation between attitudes and behaviour (Thurstone, 1928; Bohner and Wanke, 2002). The survey and sample were designed in order to facilitate the construction of a predictive, structural equation model providing measures of relative correlation.

Chapter 6 evaluates the results of the pilot and final survey. A final sample of 2775 respondents was obtained from 6 main interview locations in England. The sample was analysed and evaluated and reliability analysis conducted, in order to assess the consistency of scales and suitability of the data for factor analysis and structural equation modelling.

Chapter 7 analyses variations in countryside visit behaviour due to demographic and other critical factors in the data set. The influence of mass media, family, friends and education, upon countryside leisure behaviour is examined, before using logistic regression analysis to assess the predictive capacity of these variables. The results of cluster analysis measuring the extent of sub-groups in the data are discussed.

Chapter 8 evaluates the relationships between socializing and attitude variables upon countryside leisure behaviour using the results from a structural equation model, constructed from variables derived from exploratory and confirmatory factor analysis.

Chapter 9 discusses the results from the survey and the relationship between mass media, which factor analysis identified as a variable independent from other socializing influences and normative and control variables. While mass media influence is closely related to other socializing influences, it has a discreet and strong influence upon the emotional bond that drives countryside leisure behaviour.

Chapter 10 speculates on the longer term implications of the findings from this research. It is proposed that the reinforcement of experience, through the mass media, of pressing social issues such as housing and energy needs, combined with improving urban leisure places and other factors, will herald the end of the British countryside in public affection and imagination.

Chapter 2 – The relationship of attitudes to behaviour

2.1 Introduction

Central to an understanding of countryside visit behaviour, is a consideration of how that behaviour is formed and the processes that underlie it. The theory relating to attitudes is a fundamental concept in this consideration and a focus of research in the social sciences since the 1920's (McGuire, 1986). Attitudes represent summary evaluations of an object (Zanna and Rempel, 1988), or behaviour such as countryside visitation. Researchers such as Wicker (1969) and Bem (1972) argue that attitudes and related behaviours are not consistent, however, there is a significant body of research to challenge such scepticism, including, Fazio (2007) and Wallace et al. (2005) who concluded that measures of attitude can prove to be strongly predictive of behaviour provided that appropriate methodologies are adopted.

This chapter will examine the nature of attitudes and the evidence for the relationship between attitudes and other influencing factors that determine behaviour.

2.2 The definition of attitudes

Attitudes represent relatively stable ideas about whether something is good or bad (Eagly and Chaiken, 1993), they are usually expressed as positive or negative views of behaviour, a person, place, thing or event (the attitude object). Allport (1935 p 810) provided an early and much quoted definition which is considered to be comprehensive but lacking the key notion of evaluation:

‘An attitude is a mental and neural state of readiness, organized through experience, exerting a directive or dynamic influence upon the individual’s response to all objects and situations with which it is related’.

This definition has also been criticised because it does not distinguish attitudes sufficiently from trait, mood, habit or other tendencies suggested as other important influencing factors, (McGuire, 1969; Bohner and Wanke, 2002). However, Allport’s definition is important because it implies that behavioural responses will be consistent with attitudes and intended behaviour. Later definitions emphasised the evaluative nature of attitudes, thus:

‘Attitude is a psychological tendency that is expressed by evaluating a particular entity with some degree of favour or disfavour’ (Eagly and Chaiken, 1993, p1)

The evaluative nature of attitudes and their significant relationship with behaviour is consistent with the definitions proposed by many researchers (Petty et al., 1997; Bohner and Wanke, 2002; Zanna and Rempel, 2005). Eagly and Chaiken (1993) explained ‘psychological tendency’ as a type of bias that predisposes an individual toward evaluative responses whether positive or negative. Responses can be grouped in a variety of ways, response to others, private responses, public responses and so on. The most accepted classification by social scientists, proposes that responses which express evaluation and therefore underlying attitudes, can be divided into three classes, affective, cognitive or behavioural (conative); (Katz and Stotland, 1959; Rosenberg and Hovland, 1960).

- Cognitive responses reflect thoughts and ideas about the attitude object. They are often conceptualized as beliefs, which are associations or linkages that people establish between the attitude object and various

attributes (Eagly and Chaiken, 1993). Verbal responses are considered to be expressions of beliefs. Cognitive responses of a non-verbal kind are more difficult to assess and the information they provide about attitudes is usually more indirect. For example, people with favourable attitudes toward visiting the countryside may have low thresholds for the perception of positive representations of landscapes. The time taken to respond to images of these landscapes may be a measure of underlying attitudes. This type of methodology is often referred to as an 'indirect measure' because the researcher is not requiring a direct response to a question but inferring an attitude from behaviour to related stimuli.

- Affective responses are those that infer attitudes from evaluations and feelings towards the attitude object. There are verbal and non-verbal dimensions to affective responses. For instance, verbal responses such as admiration of a tract of countryside may indicate a positive attitude. Non-verbal responses may be facial expressions and other physiological evidence, such as galvanic skin response, that measures the electrical conductivity of the skin when presented with stimuli, such as images of countryside. Neidenthal et al. (2005), explain that non-verbal, affective responses which they refer to as the 'embodiment' of attitudes, can occur even when the object is not present. For instance, in a focus group discussion the expressions and gestures that the participants make can be good indicators of consistency with their verbal responses.
- Conative responses are behavioural inclinations, intentions, commitments and actions with respect to the attitude object. People with negative attitudes toward countryside visits and other activities would probably

record fewer and shorter visits and indicate that they have other priorities for their leisure time than people with positive attitudes.

These three response classes are not necessarily separable from each other and any one of them may represent the primary response in a given situation (Bohner and Wanke, 2002).

Consistent with the idea that attitudinal responses can be divided into three classes, is the assumption that attitudes are formed by three types of process. Cognitive, affective and conative responses are formed by cognitive, affective and conative processes, a view proposed by many authors (Greenwald, 1968; Breckler, 1984; Zanna and Rempel, 1988) and often referred to as the tripartite structure of attitudes. The contention that attitudes derive from a process of cognitive learning is implicit in much of the latter research. A cognitive learning process is assumed to occur when people gain information about the attitude object, for instance the countryside, thereby forming beliefs. This learning process can be derived from direct experience, for instance a trip to the countryside or indirectly, for instance, through nature programmes on television. The claim that attitudes are formed on the basis of affective or emotional experiences has also been examined by various researchers (Staats and Staats, 1958). According to this approach, attitude is a product of the pairing of an attitude object with a stimulus that elicits an affective or emotional response. Other researchers have examined the idea that evaluations and beliefs are formed on the basis of behavioural processes. For instance, Bem (1972) argued that attitudes derive primarily from past behaviour implying that actual visits to the countryside are a necessary precondition in order for attitudes towards it to develop.

Researchers such as Zanna and Rempel (1988) and Eagly and Chaiken (1993) have concluded that attitudes can be formed on the basis of any one of the three types of processes. They have also emphasised the 'cooperative, synergistic relation to one another' (Eagly and Chaiken, 1993 p 17), to the extent that they impinge on each other in their influence upon attitudes.

2.3 Attitude Measurement

The responses that derive from the three evaluative processes, cognitive, affective and conative, are indicative of underlying attitudes which are not directly observable; evidence therefore has to be obtained from suitable research methodologies. As the description of each evaluative process suggests, there are response specific techniques, which can be employed in order to test for evidence of attitudes. However, direct methods, such as interviewing respondents, using scaling techniques have been used consistently since Thurstone (1928), initiated their use in attitude research. Scaling techniques can be applied to any or all of the cognitive, affective or conative indicators that provide evidence of attitudes (Eagly and Chaiken, 1993).

Various approaches to scale construction have been developed. Most rely upon the creation of statements describing beliefs, affects or behaviours which are constructed for the respondent to indicate their response along favourable-unfavourable dimensions. Thurstone (1928) developed a two-step approach where the first step involves the creation of items, developed intuitively by the researcher or derived from respondent based research. The second step involves a panel of judges who assess the items along the favourable-unfavourable continuum. The respondent agrees or disagrees with the statement which is pre-scored.

Likert (1932) considered Thurstone's scale too cumbersome and time-consuming and devised a technique, which was as reliable and valid as Thurston's (Eagly and Chaiken, 1993). Likert scaling requires a large pool of statements which are either chosen intuitively by the researcher, or derived from representatives of the target population. The statements should be tested through a pilot study to remove ambiguous or misleading statements. Other types of scaling are often employed, with the semantic differential technique most often used, however it cannot be applied across all classes of attitude response because the representational properties are unknown (Bohner and Wanke, 2002).

2.4 Attitudes and beliefs

Previously attitudes and the measurement of them have been discussed in terms of their tripartite structure, consisting of cognitions, affects and behaviours. Cognitions are considered to be synonymous with beliefs, as the evaluation and expression of knowledge and understanding about an attitude object Eagly and Chaiken (1993). Beliefs as cognitive evaluations can include affective and behavioural responses (Zanna and Rempel, 1988). For instance, retrieving from memory and discussing a recent countryside experience is a cognitive process, demonstrating and evaluating knowledge, but also expressing feelings and emotions which are affective constructs.

One of the most frequently applied frameworks, used to understand the relationship between attitudes and the evaluative meaning of beliefs is the expectancy-value model proposed by Fishbein (1967). The main proposition of this model is that an attitude is a function of beliefs, represented as the sum of the expected values of the attributes ascribed to an attitude object. The expectancy component is the considered probability that an attitude object

possesses a certain attribute and the value component is the evaluation of the component. For instance, there may be an expectancy that walking in the countryside may be subject to wet weather and the evaluation of this occurrence represents the value. The scores of these two scaled responses, multiplied together indicate the overall evaluation for this belief. An attitude towards the countryside or any other object will consist of multiple beliefs and the sum of each belief score provides the strength of evaluation for the overall attitude.

The use of expectancy-value models has been applied to decision-making processes, (Abelson and Levi, 1985) and has been used in the field of environmental psychology. For instance, Staats et al. (2003) conducted research into attitudes towards the restorative effects of urban and rural environments and Fransson and Garling (1999) investigated attitudes towards protecting the environment using the expectancy value approach. The model has been criticised for assuming that beliefs are the determinants of attitudes (McGuire, 1986), ignoring the influence of affect and the ambivalent nature of some evaluations (Macnaghten, 1995), which cause actual behaviour to diverge from summated beliefs (Kaplan, 1972). However, research by Cronbach (1951) using multiple belief statements about behavioural outcomes, demonstrated high levels of attitude-behaviour correlations. Applying this approach to the Fishbein and Azjen model (Fishbein and Azjen, 1975) improved levels of correlation (Bohner and Wanke, 2014).

The evaluation components referred to, relate to largely tangible constructs, such as countryside. However, various researchers (Rosenberg and Hovland, 1960; Rokeach, 1968) have made the distinction between more tangible constructs and abstract end states or goals, (e.g. pleasure, creativity, inner

harmony) usually termed values. Rokeach (1968, p 160) defined 'value' as *an enduring belief that a specific mode of conduct or end state of existence is personally and socially preferable to alternative modes of conduct or end-state of existence.* Values are therefore conceptualized as important life goals or standards which serve as guiding principles (Rokeach, 1968). Values can be regarded as distinct from attitudes and beliefs because they function as determinants of attitudes and behaviours (Olson and Zanna, 1993). While the importance of understanding the relations that exist, between abstract and more tangible evaluations is recognised, it does not represent a central focus for this research. Evaluation is the central feature of Rokeach's definition of value, which is consistent with the definition of attitudes used by Eagly and Chaiken (1993). The latter do not make a conceptual distinction between attitudes and values, whilst acknowledging differences in the evaluation of abstract and concrete attitude objects.

2.5 The relationship between attitudes and behaviour

The nature of the relationship between attitudes and behaviour and the consistency of behavioural response over time, has been the subject of much debate. This relationship is a critical dimension of this research, which seeks to understand the relative influences acting upon leisure behaviour towards the countryside.

Research into the relationship, between attitudes and behaviour, was conducted by Wicker (1969). In a comprehensive review, he suggested that verbal reports of attitudes bore little relation to subsequent behaviour. Bem (1972) also explained attitudes not as potent determinants of responses but as explanations for past behaviour, to some extent as a means of self-justification.

However, Wicker's research was criticised for drawing conclusions from laboratory based experiments and further research, adopting survey based approaches, achieved better correlation between attitudes and behaviour (Kelman, 1974). Research, conducted to challenge Wicker's scepticism of the relationship between attitudes and behaviour, has indicated that measures of attitude can sometimes prove strongly predictive of behaviour (Wallace et al., 2005, Fazio, 2007) depending upon the circumstances.

Azjen and Fishbein (1980) identified the lack of correspondence between the attitude and the behaviour measured, as one of the principal causes for weak associations between attitudes and behaviour. For instance, positive attitudes towards the countryside may not result in specific leisure visits to the countryside in the near future. Davidson and Jaccard (1979) also identified correspondence as an issue in attitude and behaviour correlations. The results of this latter research indicated that as the correspondence became more specific, correlation between attitude and behaviour improved. Thus in the following list of attitudes, correlations between attitudes and behaviour should become stronger as the attitudes ascend from the least specific to the specific.

1. Attitudes towards the countryside.
2. Attitudes towards visiting the countryside.
3. Attitudes towards visiting the countryside for leisure purposes.
4. Attitude towards visiting the countryside for leisure purposes in the next 3 months.

As a complement to the strategy of improving attitude-behaviour correlation through improved specificity, Fishbein and Azjen (1975) also proposed that assessing and aggregating multiple behaviours relating to an attitude object would improve the predictive capability of an attitude. Evidence suggests that reliability increases with a larger number of items in a scale (Cronbach, 1951).

Similarly, if a large number of behaviours are sampled, measured and aggregated, any other determinants of behaviour, other than attitude should cancel each other out in the aggregate score (Bohner and Wanke, 2014). For example, people differing in their global attitude towards countryside leisure activities, should also differ in predictable ways regarding a range of related behaviours such as watching programmes about countryside, enjoying countryside views, exercising in the countryside and so on. This proposition is supported by research findings from studies by Fishbein and Ajzen (1975) who successfully predicted religious behaviours from attitudes towards religion. Weigel and Newman (1976) used a 16 item scale to assess town residents' attitudes towards the environment and over a period of time, actual pro-environmental behaviour was recorded. The results demonstrated, that one general attitude towards pro-environmental behaviours did not correlate strongly with pro-environmental behaviour; however, the aggregated measures did demonstrate a high level of correlation. The principles of correspondence and aggregation are therefore important considerations in determining attitude-behaviour correlations and have implications for the development of appropriate methodology.

2.6 The causal relationship between intended and actual behaviour.

Fishbein and Ajzen (1975) provided one of the most systematic statements of the causal relationship between intention and actual behaviour. The assumption that people think and act in more or less logical ways is embedded in Fishbein and Ajzen's (1975) theory of reasoned action and its successor the theory of planned behaviour (Ajzen, 1985, 1991, 2005). Attitudes are said to follow from the beliefs people hold about the object of the attitude, just as intentions and actions follow reasonably from attitudes.

The theory of planned behaviour proposes that influences on behavioural beliefs and attitudes are modified by the social context of the individual and the willingness of the individual to comply with group norms (Normative Beliefs). Ajzen also suggests that people may behave contrary to their attitudes because of 'Control Beliefs'. For instance, even though an individual has a positive attitude toward the countryside, a perception that the social group, friends or family, have a negative regard may deter them from visiting. Thus individualistic behaviour, directed by strong attitudes may be mitigated by social and normative influences depending upon context and circumstances. Fishbein (1967), summarised the relationship between behaviour and attitudes thus:.

$$B \approx BI = [A_{act}]_{wo} + [SN.MC]_{wl}$$

The equation describes Fishbein's extended theory where, B = Behaviour which approximates to BI = Behavioural Intention. Aact is the attitude toward the act of undertaking a particular behaviour, SN the social norm and MC the motivation to comply with this norm.

The theory essentially leads to the prediction that an individual's intention to perform any behaviour in a given situation (and thus his actual performance of this behaviour) is a function of (1) his attitude toward performing the behaviour in the situation, (2) his perception of the norms governing that behaviour in that situation, (3) his motivation to comply with these norms.

Various studies such as those undertaken by Ryan and Bonfield (1975), Bettman et al. (1975), Lam and Hsu (2004) and Agarwal and Malhotra (2005)

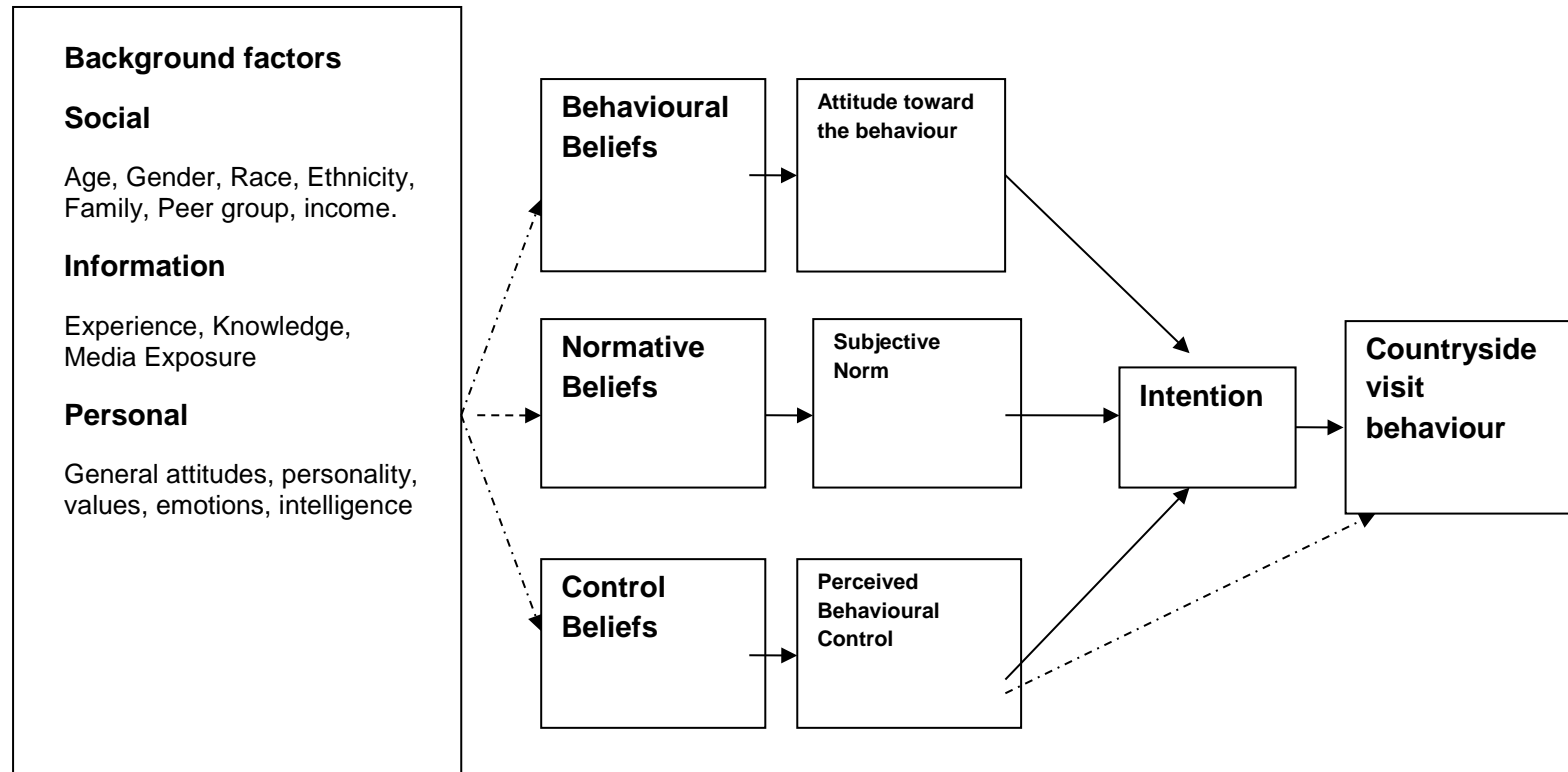
have evaluated the model and concluded that measures of attitude (conative, affective and cognitive), provide a greater contribution to predictive ability than the normative and compliance measures (SN and MC). The results of these studies also reinforce the efficacy of direct measures of attitude.

While norms are acknowledged as representing weaker predictors of behaviour, they are important dimensions of the socialization process (Ajzen, 2005). There are at least two types of normative influences, the personal norm (PN) and social norm (SN). SN is defined as the perceived social pressure to engage or not to engage in behaviour which is directed by opinion leaders and peer groups (Ajzen, 1991). The theory of planned behaviour, proposes that SN is a direct predictor of behavioural intentions alongside attitude and perceived control factors. In contrast to the theory of planned behaviour, which has been developed to predict a range of behaviours, where individuals have incomplete volitional control, the norm activated model developed by Schwartz (1977), focuses on pro-social behaviours. In the norm activated model Schwartz (1977), proposes that personal norms (PN) are the main predictor of behaviour, where the individual is compelled by an obligation to behave in accordance with an internal value system, rather than socially inspired behaviour SN. Compared to SN the frame of reference for PN are internalized values. Various studies (Schwartz, 1977; Stern et al. 1999) have demonstrated a positive effect of PN on behaviour. However, when controlling for theory of planned behaviour constructs, PN often did not show a direct effect (Heath and Gifford, 2002, Bamberg and Schmidt, 2003). Personal norms are assumed to be internalized and modified social norms, that are the result of social interactions with external agents (Schwartz, 1977; Vygotsky, 1981) such as, peers, parents, instructors, the media and others.

If parents do not display positive behaviour, such as engaging in countryside recreation, children may eventually integrate these negative evaluations into their own value systems and personal norms. If positive decision-making about countryside visiting is common in a peer group, this consensus could be implemented into the value system, influencing normative behaviour – a process of ‘socialization.’ Haustein et al. (2009) whose research focused upon transportation choices, concludes that socializing influences in childhood and adulthood should still have an impact on adult personal norms about specific behaviours, which influences actual behaviour.

Ajzen (2005) has also suggested a relationship, in the theory of planned behaviour, between socializing influences, as ‘background factors,’ and attitudes, behavioural, normative and control beliefs (Figure 2-1). However, the background factors are not part of the planned behaviour model; the dotted lines in the diagram indicate that although background factors may influence beliefs, the nature of the connection has not been fully established. The assumption is that the ‘background factors’ affect attitudes towards the behaviour and eventually, intentions and actions. In a similar fashion, general attitudes may also sometimes be found to exert an effect on normative or control beliefs and influence behaviour indirectly by changing subjective norms or perceptions of behavioural control.

Figure 2-1 The role of background factors in the Theory of Planned Behaviour (Azjen, 2005)



There have been several studies that have established a significant relationship between attitudes, intention and actual behaviour. Hrubes et al. (2001) investigated the prediction of behaviour, in an environmental and recreational context, using the theory of planned behaviour and found that intentions but not perceptions of behavioural control, contributed to predictions of behaviour. In accordance with the theory, attitudes, subjective norms and perceptions of behavioural control were significant determinants of intentions and intentions correlated strongly with self-reported behaviour. Chen and Tung (2014) used structural equation modelling in order to establish the positive relationship between intended and actual visits to green hotels.

Other researchers have successfully used attitude research to investigate behaviour, Ragheb and Tate (1993) explored participation in leisure activities, identifying a positive correlation between attitude and behaviour and the primacy of the affective components of attitude on motivation. Sparks (2007) applied the theory of planned behaviour, using a structural equation model, to predict tourist intentions and obtained good predictive attitude-behaviour results. Sparks (2007) concluded that the results could have been improved with greater correspondence between measures. Yuksel et al. (2010) used structural equation modelling to measure the predictive capability of attitude components, related to place, to predict customer satisfaction and loyalty. The results demonstrated a strong correlation between the attitude/place dimensions and prediction of customer satisfaction and loyalty, with the affective component exhibiting the strongest relationship. Lee (2009) examined the predictive power of destination image and attitude on tourist's behaviour using a structural modelling approach. The findings confirmed a strong

correlation between tourist attitudes, destination image, satisfaction and future visit behaviour.

2.7 Habits

While the theory of planned behaviour has demonstrated good predictive capability in a range of circumstances, some theorists noted that behaviour is affected by previous behaviour or habits (Aarts et al., 1998; Ouellette and Wood, 1998). The theory of habits extends the constructs of Ajzen's theory of planned behaviour and the norm-activated model proposed by Schwartz (1992) and Bamberg and Schmidt (2001). The central proposition of the theory of habit proposed by Ouellette and Wood (1998) is that people behave not only through intent, or because they feel morally committed but because they had a positive experience from previous behaviour in similar situations, often in childhood. The more frequently decisions to behave are conducted in the same circumstances, the less the process is influenced by deliberate decision-making and the greater the tendency to towards automated activation of actual behavioural outcomes.

Habits, like norms, are considered to have a great deal of stability over time. They should therefore be related to socializing influences, although the relationship between socialization and habits is likely to be theoretically different than the relationship between socialization and norms (Patterson, 1982). The stimulus-response reactions, implicit in the theory of habits, relating to socialization have been the subject of research by Bandura (1969).

Experimental evidence indicated that children could learn without having performed or experiencing reinforcement of the behaviour concerned, which may suggest that habit forming is not consistent or predictable.

2.8 Dual process models of attitude behaviour relationships

Over time, many different beliefs about a variety of objects, actions and events are acquired. These beliefs may be formed from early socialization, direct observation and inference from available evidence, or they may be formed indirectly by accepting information from outside sources such as friends, books, television programmes or newspapers. The theories of reasoned action and planned behaviour postulate that, as a general rule, we intend to perform behaviour if we hold favourable attitudes towards it.

Fazio (1990) proposed a dual process model of attitude-behaviour relations. The MODE model (Motivation and Opportunity as Determinants) accounts for situations characterized by conscious deliberation and those in which people act relatively spontaneously or habitually. Research by Fazio et al. (1999), support the validity of the model as a general framework for understanding attitude-behaviour relations. However, in situations where the accuracy of the behavioural decision is important and our ability to deliberate is relatively unconstrained, more controlled processing may override the effect of automatic attitude activation.

2.9 Summary

Various studies discussed in this chapter have established degrees of correlation between behaviour and underlying attitudes, represented by evaluative responses such as beliefs and affects. Empirical research suggested that in order to predict behaviour with acceptable levels of correlation, certain conditions needed to be present. The first condition involved measurement issues; methodologies using direct measures, applying scaling techniques were found to be effective as long as the issues of correspondence and specificity were addressed. The aggregation of multiple dimensions, represented by belief

statements derived from the target population, was also found to improve the correlation between attitude and behaviour. The second important condition involved regard for situational variables, such as social norms and control factors for instance the weather or convenient access to transport. The extent to which attitudes were the subject of conscious deliberation, or spontaneous reactions based upon past behaviour was another important consideration in this respect. Numerous studies confirming strong correlations between attitudes and behaviour support a methodological approach for this research, which seeks to measure the relationship between attitudes, countryside leisure behaviour and socializing influences. It has been proposed that the latter represent background factors in the theory of planned behaviour (Ajzen, 2005), forming attitudes, social norms and behaviour. The chapter that follows examines the relationship between socialization, including media and attitudes in order to further understand the process by which countryside leisure behaviour may be formed.

Chapter 3 Socialization, mass media and attitudes towards countryside leisure.

3.1 Introduction

The previous chapter introduced the role of social norms, acting as important moderating influences upon the evaluative nature of beliefs, emotions and behaviours (Hrubes et al., 2001; Azjen, 2005; Sparks, 2007; Haustein, et al., 2009). This chapter explores the origin of this normative behaviour and beliefs that are formed throughout childhood into adulthood as an enduring, life long process, (Arnett, 1998; Grusec and Hastings, 2007; Grusec and Hastings, 2014; Fingerman and Pitzer, 2007) that equips individuals to work with and belong to social groups. The central role of care givers (Collins et al., 2000) in the early years of development and the later conditioning role of peer groups on parental effect in adolescence and early adulthood, during school, college and employment, are also discussed (Grusec and Davidov, 2007). The evidence for mass media acting as a significant, external influence upon the socialization process (Arnett, 1995; Dubow et al., 2007) is then examined. Finally, a suitable definition of media is discussed that will provide the basis for measuring their relative contribution to socializing influences on countryside leisure behaviour.

3.2 The definition of socialization

Socially derived and other external influences, such as the media, play a significant role in the formation of attitudes compared to inherited dispositions (Ewert et al., 2005). There is evidence from biological research and evolutionary psychology that some types of human behaviour may be formed through genetics (Tesser and Martin, 1996) or natural selection (Orians and Heerwagen,

1992). For instance, research conducted by Orians and Heerwagen (1992) proposed that evolutionary processes may influence preferences for certain landscapes derived from our ancient past as hunter gatherers. However, research has identified several different external processes by which attitudes may be acquired and which may modify inherited tendencies (Dawkins, 1989). Grusec and Davidov (2007) and Collins et al. (2000) have emphasised the role of primary care givers as an external process of socialization, along with other agencies such as peers, schools and the media but acknowledge the important interplay between biology and evolutionary psychology for some areas of development. The current research has a primary focus on the relative influences of external socializing agents, such as family, peers, schools and media on countryside leisure behaviour because, according to most theorists, these represent the main agents of influence upon attitude formation (Grusec and Davidov, 2007, Grusec and Hastings, 2014).

Socialization refers to the way in which individuals are assisted to become members of one or more social groups. The process is seen as interactive, with new members of a group being selective in their acceptance of particular behaviours. In some circumstances interaction may result in the modification of the behaviour of older members (Grusec and Hastings, 2014). This interactive process is reflected in the definition of socialization by Zigler and Child (1969 p 455)

‘Socialization is a broad term for the whole process by which an individual develops, through transaction with other people, his specific patterns of socially relevant behaviour and experience.’

The outcomes of the socialization process are also suggested by Grusec and Hastings (2007 p 11) in their definition as '*a variety of outcomes, including the acquisition of rules, roles, standards and values across the social, emotional, cognitive and personal domains.*' Grusec and Hastings (2014), also suggest that socialization is a continuous process over the life-course, influenced by parents, teachers, peers and siblings, schools, societies and the media. This view is supported by other researchers such as Arnett (1998), who investigated socialization in early adulthood and Fingerman and Pitzer (2007), investigating socialization in old age, both studies identified the acquisition of new or revised attitudes in these later periods of the life cycle.

3.3 Childhood socialization and leisure behaviour

From the point of sentience to early adolescence, according to Mead (1934), the creation of self is initially constructed from the relationship with parents, carers and siblings. Mead (1934) described this as a principally cognitive process in which the individual perceives and defines an identity which is reinforced by parents and carers. The process of emotional development is similar, (Mead, 1934) as emotional responses are evaluated in the context of the family. During these early years the focus of socialization is on nurturing and providing security (Collins et al., 2000), which lays the foundation for relational harmonies, upon which more complex cultural and group behavioural processes can be constructed (Kochanska, 1997). Research from developmental psychology has indicated six domains of family interaction which can theoretically influence a child, these are, physical development, emotional development, social development, cognitive development and cultural and aesthetic development (Landesman et al., 1991). The attitudes and values that parents display and represent, partly determines the extent to which children

accept or reject them (Grusec and Hastings, 2014). Parents may also inculcate an interpretive framework, providing guidance on how to evaluate objects, situations or behaviour (Ward, 1974; Moschis, 1985), or they influence children indirectly, through parental behaviours which are observed and evaluated by the child (Landesman et al., 1991).

Palsdottir (2002) conducted research with young children in Iceland and England; investigating the effect of literature upon national identity and cultural attitudes, including attitudes towards countryside and concluded that parental attitudes are transmitted and reinforced through their selection of literature for children.

Iso-Ahola (1980) and Stebbins (2005) suggested that parents who allowed their children to make choices about their leisure time and activities, had a more positive attitude towards leisure activity in later life, if this had been the subject of their choice as children. Activity preferences, as well as an inclination toward leisure, appear to be formed early in life. Parents play a major part in influencing leisure activities during formative years as family time is often used to introduce children to activities the parents enjoy (Orthner et al., 1994). Parents may also discourage participation in various activities; based on their beliefs regarding the appropriateness of the activity, or the type of experience their child will have (Hultsman, 1993).

3.4 The influence of socialization in adolescence and early adulthood upon emerging leisure interests

The influence of parents is not discontinued during adolescence and early adulthood but it is transformed (Hoge and Petrillo, 1982; Arnett, 1995). Beliefs surrounding leisure in general, or relating to specific forms of activity (Hultsman, 1993; Orthner et al., 1994), which are established by parents during childhood are considered to be particularly enduring. Kelly (1977) found that more than 60% of leisure activities engaged in during adulthood began with family during childhood. However, research into the relative influence of early life socialization compared to later life socialization by McGuire et al (1987) identified a divergence within leisure socialization models. One group within McGuire et al. (1987), sample population had learnt most of their leisure portfolio before the age of 18 and had added little after this age. A second group had developed most of their leisure portfolio after the age of 18 and their leisure life-style reflected change rather than continuity. McGuire et al. (1987) provided evidence that leisure behaviour patterns established during adolescence are continued in later life. Approximately two thirds of the older adults in their study initiated 70% of their outdoor recreation activities before age 21.

During adolescence it is evident that parental influence on leisure behaviour declines and patterns of activity established during adolescence sets a pattern for later adulthood (Scott and Willits, 1989; Raymore et al., 1995). The effect of peer influence during adolescence, in particular, appears to moderate earlier socialization or introduce new values and beliefs (Rubin et al., 2006). Peer groups at school, college or the work place, are particularly influential as individuals strive to belong to friendship or work groups and manage peer relationships accordingly (Rubin et al., 2006).

Formal education, during early years and adolescence, may also provide cognitive frameworks and knowledge that encourage or enhance leisure behaviour (Tanner, 1980; Kjønniksen et al., 2008). For instance, study of geography and the natural world may provide an incentive to explore the natural environment during leisure time or add a new dimension of interest to existing activity, presumably the reverse scenario is also a possibility.

3.5 Mass media and socialization

The role of the mass media has become more significant in the socialization process as it expands and evolves (Potter and Wetherell, 1987; Burgess et al., 1988; Burgess et al., 1989; Huston and Wright, 1997; Östman, 2014; Rideout, 2016). This is evident from the increase in the amount of time that all ages spend interacting with media and the greater interconnectivity of the various media platforms used (OFCOMa, 2015; OFCOMb, 2015). Vandewater et al. (2006) observed that as television exposure increased amongst children, other free time activities and involvement with parents decreased and Rideout (2016) identified similar trends amongst older adolescents.

As these studies suggest, parental control and awareness of children's media exposure, have diminished as media usage by children has increased. Also the act of engaging with the mass media, either alone or with peers, provides different learning opportunities that socialize children and influence beliefs, attitudes and behaviours with less intervention by parents and carers (Morley, 1986; Huesmann, 2005). The increasing importance of mass media as a means of socialization, relative to parental influence and school, has been suggested by McNeal (1998) and Livingstone and Bovill (2013). Both studies cite the breadth of media opportunities and its ready availability, as reasons for its growing influence, relative to that of parents. Since the 1950's there has also

been a decline in the roles of other traditional socializing agents such as schools, churches and societies, compared to the increasing influence of mass media (Huesmann, 2005). Much of the research into the socializing effects of mass media has focused upon its negative influences but some researchers have emphasised the opportunities for positive socialization (Mares and Woodard, 2001; Dubow et al., 2007; Östman, 2014). Exposure to images and scenes which stimulate positive emotions can be as intense as those which stimulate negative emotions. Social-cognitive processes such as observational learning, priming and desensitization have been identified as occurring anywhere, not just in the mass media (Bandura, 1986; Fiske, 2004). However, the main focus of research in these areas has emphasised the significant role of media, compared to other influences. Huesmann et al. (2003) has proposed a distinction between the short term and long term effects of mass media influence. For instance, exposure to behaviour portrayed in the media may lead to experimentation and role play in the short term, which may be incorporated or rejected for inclusion in longer term behaviour patterns.

Huesmann et al. (2003) suggest a number of behavioural effects arising from exposure to television, films, video games or the Internet. Some of these effects, such as arousal, excitement and habituation are not directly relevant to this research. However, there are processes of media socialization which can have a direct effect upon leisure behaviour. These include, priming of existing cognitions, observational learning and didactic learning processes.

Priming – cognitive psychologists propose that the human mind represents an associative network, in which ideas and exposures from the media are partially activated or primed by stimuli with which they are associated (Fiske and Taylor, 2013). An encounter with an event or object can prime related concepts, ideas

and emotions in a person's memory, possibly through an unconscious process (Bargh and Pietromonaco, 1982). For instance, images of countryside and its features may increase positive feelings of well-being because these features are associated with personal memories of the countryside, or positive representations of it in the media.

Observational learning processes – involves the development of enduring behavioural patterns and cognitions, as a consequence of observing others through repeated exposures. As children grow older, they learn progressively more complex behaviours through repeated observations of family members, peers and characters and situations portrayed in the media, (Huesmann and Eron, 1986). As adolescence progresses, less constrained access to mass media, through diminishing parental control, means that the media begins to have a more significant influence over long term behaviour (Huesmann, 2005). The long term socialization influences of the mass media are also increased by the way mass media affects emotions. For instance, Cantor (2002) studied the effect of video games and found that emotions became linked to specific stimuli after only a few exposures.

Didactic learning – there is a recognised distinction in the social psychology literature, between media influences which operate on viewers attitudes and beliefs through peripheral, mainly unconscious, processing and influences that require 'central' or cognitive/conscious processing (Petty and Priester, 1994). Observational processes and priming may be more associated with unconscious processes whereas didactic learning often requires 'central, effortful processing, which produce enduring, well-integrated cognitions and behaviour (Chaiken et al., 1989). Children in middle childhood (8-12yrs) become more active processors of media information and apply more abstract

and conceptual meaning to the material presented. Counter stereotypical messages, regarding alternative life styles, to those introduced by parents, are likely to be received more positively during adolescence. Alternative leisure behaviour introduced by parents in earlier childhood may therefore be modified or changed during adolescence.

3.6 Moderating influences of mass media socialization

The psychological processes influencing media socialization, previously discussed, do not have a uniform effect on individual attitudes, behaviours and emotions. A number of variables have been identified by researchers that act as moderating influences upon the effects of media exposure (Dubow et al., 2007), these are summarised as follows:

- User's motivations – for instance to pass time, entertainment, information seeking, social utility, escape and arousal/affect (Rubin, 1986).
- User's characteristics – including age/gender (Meltzoff and Moore, 2000) existing behavioural tendencies (Anderson et al., 2003), existing beliefs (Huesmann and Eron, 1986), identification with characters (Vidmar and Rokeach, 1974)
- The attributes of the media content – such as characterizations of actors' behaviours, similarity of actors to viewers (Huesmann et al., 2003).
- The viewing context – the presence of co-viewing others including parents/peers. Research by Roberts et al. (1999) reported that one third to one half of children co-viewed with siblings or peers.
- Cultural factors – the socializing effect of media may increase when the content is resonant with the social- cultural context and norms of the individual (Gerbner et al., 1994).

The earlier discussion of the processes of socialization, during different life stages and the relative influence of parents, peers, school and the mass media, suggests that during childhood, adolescence and adulthood the mass media is playing an increasingly significant role in socialization, as the influence of parents and school, while still significant, diminishes. However, the effect of mass media on socialization is not uniform, because of the various moderating factors previously described, which influence the effect upon beliefs, affects and behaviours. The definition of media used to identify these effects is also not consistent and requires further clarification.

3.7 Mass Media definitions

Mass media have evolved to be a significant component of the socialization process and have been a focus of scholarly study since the emergence of the phenomenon in the early part of the 20th century (Hovland, 1954). However, despite the long standing research interest in mass media effect, definitions of the phenomenon are variable and often specific to the research undertaken (Severin and Tankard, 2010).

Severin and Tankard (2010) have discussed the difficulty of defining mass media in the current climate of technological change and interconnectivity. Jensen (2013) has summarised these changes and the evolution of mass media through various stages; the first stage he identifies as utilising the human body, specifically the voice, with the ability to project messages to large audiences, in the second stage of development, mass media is represented by radio, TV, books, films and newspapers. The third stage is represented by meta-technologies that embrace all previous media on one platform such as a computer. The fourth stage is the development of social media, on various

digital platforms, which add the dimension of reactivity to the combined media, where individuals can share their experience of media content with each other.

This research is exploring the relative influence of mass media and other forms of socialization among the general population of the UK. It is likely that older sections of the population will recognise the second and third evolutionary stages identified by Jensen (2013), as the main influences upon socialization during childhood and adolescence, before the advent of social media, for instance, Facebook in 2004 and Twitter in 2006.

Potter (2011) reviewed the conceptualization of mass media and its definition by researchers, including the contribution of Nabi and Oliver (2009). They identified two possible reasons for the apparent reluctance of researchers to develop robust definitions of media effect. The first is the tardiness of researchers to tackle the issue, preferring to use existing methods of research and traditional understanding of the phenomenon. The second is the negative focus that many researchers adopt, attempting to identify negative and harmful media impacts.

Potter (2011, p 903) suggests a definition of mass media effect as follows:

'a mass media effect is a change in an outcome within a person or social entity that is due to mass media influence following exposure to a mass media message or series of messages.'

The social entity can be any formal or informal organization including audiences for cultural events, participants in on-line computer games, those engaged in formal education, the readership of a novel or distributed publication. Outcomes are identified in one of six categories, cognitions, attitudes, beliefs, affects, physiology and behaviours. All of these, Potter (2011) suggests, have measurable outcomes, although he questions whether changes in physiology

can be included among these measures because of the physical difficulties involved. Change may be regarded as a shift in magnitude, for instance, a shift in negative or positive attitudes towards the countryside. Reinforcement may, however, be an equally important outcome where there is not shift in attitude but a significant alteration in the acceptance of an existing attitude. For instance, there may be an existing negative attitude towards countryside leisure pursuits which is reinforced by television output that features negative themes such as the effect of poor weather on outdoor activities.

The definition of mass media is critical in trying to understand media effect, Potter (2011, p 905) proposes:

'organisations that use technological channels to distribute messages for the purpose of attracting an increasingly large audience and conditioning those audiences for repeat exposures so as to increase the organisations resources.'

The reference to organisations in this context is misleading as individuals can orchestrate mass media as in the case of a popular author creating a best seller; although arguably they would not become best sellers without the intervention of marketing and distribution organisations.

Wimmer and Dominick (2013, p 6) have provided a definition of mass media that includes 'smart media' with a focus on the channels used, thus mass media:

'is any communication channel used to simultaneously reach a large number of people, including radio, TV, newspapers, magazines, billboards, films, recordings, books, the Internet and smart media'.

Smart mass media includes smart phones, smart TVs, tablets and computers each can function as an independent mass medium. However, the interconnectedness of these individual mediums means that an individual or organization can release content simultaneously, creating a unified mass media that can embrace conventional media as well. For instance, the content of books, TV, films, newspapers and magazines, can all be released via smart media. Potter (2011) has suggested that this interconnectedness means that individual media are losing their distinctiveness and that the mass media are better understood in their effect, as the aggregate of the various channels, with the organizations or individuals as the orchestrators of the message.

McManus (1994) has summarised the characteristics of the 'new' media environment as follows:

1. Previously distinct technologies such as printing and broadcasting are merging.
2. We are shifting from media scarcity to media abundance.
3. We are shifting from content geared to mass audiences to content tailored for groups or individuals.
4. We are shifting from one-way to interactive media.

The current evolving level of media interconnectedness suggests that the idea of a composite entity, 'mass media' is realistic and reflects the holistic research approach suggested by Hansen et al. (1998, p 97) that *'the media should not be seen in isolation, but as one set of social institutions, interacting with other institutions within the wider social system.'*

The mass media, unit of analysis for this research is influenced by research conducted in order to explore understanding of countryside for leisure purposes (Calver 2017). First participants were asked to describe the meaning of portrayals of various types of countryside in photographs, as possible locations for leisure time activities. Secondly the responses were probed to determine where these meanings may have originated. The results supported existing research, confirming the important role of parents, peers, school, clubs and associations, relationships at work and the media. The media referred to most frequently and with significant intensity, included children's stories, items in the press, fiction and non-fiction TV programmes and films. These, will therefore be the components of the mass media, unit of analysis, used in this research. Analysis of the research results will indicate whether variance in the data aggregates these separate media into one factor. Similar, composite, definitions of mass media have been used in previous research, for instance, Gentile and Walsh (2002) in their study of normative family media habits, used TV, film, books and music as the terms of reference and Iwashita (2006) used film, TV and children's stories to represent media, in their study of media representations of the UK as a tourist destination for Japanese markets. This audience centred approach has been supported by Hansen et al. (1998). In their view the media should be defined by the receiving audience with reference to a specific context and preferably with regard to the interaction with other non-media entities such as social groups.

3.8 The influence of mass media on attitudes towards countryside

Countryside as a cultural construct, influenced by the mass media has been examined by several authors and researchers including Cloke and Milbourne (1992) who made a distinction between the local experience of the rural life in

Wales and the national media circulated images. Cloke (2003, p.1) has suggested a relationship between the media and perceptions of the countryside, thus:

'The long fingers of [country] idyll reach into our everyday lives via the cultural paraphernalia of film, television, art, books, magazines, toys and cultural practices. We are brainwashed from birth by idyllic representational values which present a cumulative foundation for both reflexive and instinctive reactions to rurality. Almost without realising, it seems we learn to live out these knowledges in perception, attitude and practice.'

Cloke implies a rather negative effect of countryside representations in the mass media. 'Brainwashing' suggests involuntary responses, involving a radical change in beliefs and values, without the moderating influences of support networks, such as parents or peers and there is little evidence for this in the literature. Phillips et al. (2001) determined a more nuanced effect of media on understanding of the countryside. The term 'mediated representations of rurality', was used by Phillips et al. (2001) to explore how the media conveys a sense of the countryside to those who have little direct experience of it. The conclusion reached, suggested that the media, represented by fictional TV programmes, do enact idyllic constructions of rurality but that understanding of the countryside was not simply reduced to this.

Phillips et al. (2001) identified a range of contextual components in the presentation of countryside in television programmes. These components reflect those identified by (Halfacree, 1995, p 4) as:

*'emphasising the open, non-built up character of Surroundings'
including green open fields, sparse populations and settlements
featuring historic, vernacular architecture.*

Halfacree (1995) also refers to how the countryside is often defined in the media by reference to habitation types, with terms such as, 'hamlet', 'village', 'manor', a point also emphasised by Matless (1994). These terms may also suggest the idyllic qualities of countryside proposed by Cloke (2003).

Phillips et al. (2001) conclude that the influence of televised representations of the countryside may be part of a cyclical process where the adult audience, already socialized into accepted cultural representations of the countryside expect to see these representations in any televisual output. Phillips et al. (2001), propose that the audience is not necessarily uncritical of these representations seeing them as escapist or aspirational rather than real. These cultural representations may reinforce existing positive or negative attitudes towards the countryside rather than change attitudes or persuade.

Horton (2008) discussed early exposure to rural themes in his analysis of a popular children's television programme, Postman Pat. The latter was developed by Children's BBC to become a long standing feature of several generations of children's television (1981 to 2004, although still current). The strong rural themes used as a backdrop and as part of the main narrative in children's programmes are examples of how attitudes and beliefs about the countryside can be formed by media exposure. These beliefs, Phillips et al. (2001) suggest, are reinforced by later exposure to adult programmes. (Kim, 2012) broadened the context of media interaction to consider international audiences, concluding that this phenomenon is not culturally specific.

The direct effects of film and television on visitor demand, often in rural locations, have been discussed in several studies, such as Riley et al. (1998), Sargent (1998), Busby and Klug (2001), Beeton (2001), Mordue (2001) and Busby et al. (2003) and Connell (2005). The effect of television has been investigated by Connell (2005) with reference to the children's television programme '*Balamory*' set on the Isle of Mull off the West Coast of Scotland. The results of research among tourist business operators on the island confirmed the evidence for a direct positive impact by the television programme on tourism business activity. Busby et al. (2003) reported similar effects in their study of visitors to Agatha Christie Country.

Similar effects have been reported from research into the influence of film. For instance, Connell (2012) has provided a comprehensive synthesis of film tourism, within the wider paradigms of culture, as a social phenomenon. In this explanation, film acts as a dynamic form of media, reacting with and forming attitudes, towards the cultural-geographical landscape, which in turn is catalysed by marketing to stimulate tourism demand. Some of these relationships were explored by Hudson and Ritchie (2006) in their analysis of the film location for '*Captain Corelli's Mandolin*' on the island of Cephalonia. Their conclusion emphasised the effect of the location attributes, its cultural geography, on the motivation of tourists to visit the island. Hudson and Ritchie (2006) concluded that the location became the principal 'actor' in the film and as Riley et al. (1998) suggested, the combination of representing idyllic landscape, with unique social and cultural elements had a significant, positive effect upon the attitudes and behaviour of tourists towards the destination. Beeton (2001) reflected this view, identifying the influence of film, changing the behaviour and market profile of tourists. Sargent (1998) discussed the specific influence of

historical costume drama and the positive effect it had on increasing regional visitor numbers.

The inclusion of cultural and social dimensions, discussed by Aitcheson et al. (2000), in the understanding of what constitutes an idyllic landscape, introduces a definition of countryside that is not simply explained by its topographical features. This and other aspects of definition are discussed in the chapter that follows.

3.9 Summary

The role of parents, peers, formal education and mass media are acknowledged as the principle socializing agents in the formation of beliefs, affects and behaviours, including leisure behaviour. Socialization processes continue throughout the life-cycle. During early childhood parents and siblings represent the main influencing agents but this influence diminishes during adolescence and adulthood as the role of media, social groups and peers become increasingly important. However, there is growing evidence that the continued growth and pervasiveness of mass media exposure is challenging the principle socializing role of parents even in the early years of development.

The definition of mass media has proved problematic for researchers trying to identify media effect. The interconnectedness of media channels means that focussing upon separate media may not be a valid proposition for all research purposes. For this research, mass media has been defined by a sample population with reference to their experience of countryside leisure behaviour. The media for this study is represented by children's stories, items in the press, fiction and non-fiction TV programmes and films. Later analysis will determine

whether, variance in the data is due to these media acting independently or as one aggregate factor.

The next chapter explores countryside as a concept and context for leisure behaviour, identifying a definition of countryside and the leisure activities that people pursue in it. The discussion will provide the foundation for the development of appropriate survey tools to be discussed in chapter 5.

Chapter 4 Countryside leisure context

4.1 Introduction

The countryside can represent an elusive concept for definition as people have varying experience, needs and circumstances that form the background to engagement with it. This chapter discusses a definition of countryside for the purposes of this research, before examining its wider meaning and context as a leisure resource. Countryside leisure trends will be examined, as well as the influences that act as a control upon behaviour, motivation and the various activities that represent countryside leisure engagement. This discussion of countryside leisure will guide the content and context of survey tools outlined in chapter 5.

4.2 Definition of countryside

The lexicon surrounding discussion of the countryside is extensive, with terms often used interchangeably and with imprecision. 'environment', 'scenery', 'landscape', 'rural', 'terrain' 'pastoral' , 'agricultural' represent a few of the terms that evoke bucolic themes and the spirit of arcadia. The terms 'rural' and 'countryside' are frequently used to describe non-urban areas, with features that include open fields, broad vistas, historic, nucleated settlements and sparse populations. The terms are often used synonymously where the countryside is regarded as an evocation and dimension of what is rural. The distinction and definition of these terms is often elusive, an issue discussed by Hall and Page (2014) who cited Walmsley (2003) and Bunce (1994) proposing that constructs of rurality are often based upon 'images of rusticity and the idyllic village life reinforced by the media.' Lane (1994), Roberts and Hall (2001) and Sharpley and Sharpley (1997) have commented on the difficulty of defining rural tourism,

suggesting that what might be considered urban tourism can be located in a rural area. Halfacree (1993) identifies two approaches to defining rural; descriptive/socio-spatial definitions and socio-cultural terms.

An example of socio-spatial definitions is provided by Cloke's (1993) index of rurality which is based upon 16 census variables. There are many other approaches which tend to be designed for use in specific contexts, for example, rural areas can be defined in economic and political terms and by reference to certain types of problem such as depopulation, deprivation, settlement types and housing. Adopting this approach countryside can be seen as a product of the experiential dimension and the more pragmatic rural economy, a deliberate entity resulting from regional planning, EU funding (Williams and Balaz, 2000; Wilson and Clave, 2013) agricultural practices and tourism strategy.

Socio-cultural definitions of rural describe the extent to which a population's socio-cultural characteristics differ with the type of environment in which they live. There is an underlying assumption; in the latter approach, that population density and characteristics affect behaviour and attitudes towards the countryside (Hoggart and Buller, 1987). For instance, Smith and Phillips (2001) discuss the socio-cultural impact of in-migration of affluent households in rural areas creating a phenomenon of 'greentrification', the construction of a rural ideal that may be at odds with the local economic and social reality.

Hall and Page (2014) argue that traditional approaches to rurality are becoming less meaningful. Discussing rurality from a leisure/tourism perspective, Hall and Page argue that research needs to recognise the essential qualities of what is rural and cite the diversity of approaches used by many researchers, who

emphasise the concept of an urban-rural continuum as a means of establishing differing degrees of rurality and the essential qualities of 'ruralness'.

The definition of urban is as problematic as that of rural, with urban areas increasingly introducing aspects of the rural in the 'greening' of town and cityscapes, just as rural settlements develop urban infrastructure in the form of new housing and industrial buildings on their periphery Robinson (1990). Antrop (2004, p 10) has summarised the difficulty of rural/urban definition and highlights the changing nature of delineation:

'The delimitation between urban and rural becomes a difficult task involving a lot of uncertainty and it is very unlikely that land zoning borders remain a stable delineation.'

Calver (2017) obtained classifications of the rural locations considered suitable for leisure activities from discussion groups. The research provided dimensions of countryside visitation which included locational, topographical and experiential aspects of countryside, which were loosely described along an urban-rural continuum (Table 4-1). This type of visitor based definition of countryside has been recommended by Swanwick (2009) when trying to understand attitudes and preferences for countryside and landscape.

Type	Countryside Description
1. Areas of countryside, adjacent to urban areas	Small areas of countryside that provide important local amenities for dog walking, picnics etc. Heavily used sites close to towns/cities perhaps lacking aesthetic/experiential appeal. Degraded green belt areas providing a 'buffer' between open countryside and urban areas.
2. Parkland	Parkland open throughout the year and at no charge; often, but not exclusively, associated with a house and garden. Used for family outings often with small children, securely self-contained, visitor facilities and shelter at hand.
3. Open countryside	Extensive tracts of countryside, often with a range of landscape types and visit areas, where there are many opportunities to explore and to undertake a variety of activities. Likely to have a mix of very accessible areas and busy places but also areas that are more remote and require effort to reach. A mixture of open rights of way and permitted access provided. May include historic settlements with archaic buildings and features.
4. Single feature or single monument/ building in the landscape or within a small settlement	Single features in the landscape that are accessible and have their own 'pull' because of their curiosity or spiritual value; the views that can be gained from them; the historical connections associated with them; the iconic status attached to them. Sight-seeing with limited recreational opportunity; walking, riding, cycling to and from feature. Can include archaeological monuments, natural features such as woods and rivers.
5. Coastal with extensive known natural features, includes resorts with extensive beach areas.	Areas of coast and countryside within which there are known features to visit or vistas to experience. Opportunities to undertake a variety of recreational activities, often water based and possibly near a destination or resort adjoining countryside. Coastal can include beaches in a resort, small seaside town, small historic settlements by the sea, natural seaside.

Table 4-1 Visitor typology of countryside for leisure, Calver (2017)

Despite the difficulties of defining rural tourism Bramwell (1994), suggests that the concept of 'rural' is valid, as rural areas can have distinctive characteristics that result in social and economic interactions in the countryside.

Rural tourism has been defined by Lane (1994) simply as tourism that takes place in the countryside or a rural area, an approach also adopted by Keane (1992). Lane (1994) argues that rurality is the principal appeal and that as a concept can be connected to low population densities with open space and small scale settlements, generally with less than 10,000 inhabitants. In addition, the land use is dominated by farming, forestry and natural areas. Societies tend to be traditionalist with a strong sense of the past. Government policies lean towards conservation rather than radical and rapid change.

Lane (1994, p 14) proposes that rural tourism in its purest form should be:

1. Located in rural areas
2. Functionally rural – built upon the rural world's special features of small-scale enterprise, open space, contact with nature and the natural world, heritage, 'traditional' societies and 'traditional' practices.
3. Rural in scale – both in terms of buildings and settlements – and therefore usually small-scale.
4. Traditional in character, growing slowly and organically and connected with local families. It will often be largely controlled locally and developed for the long term good of the area.
5. Of many different kinds, representing the complex pattern of rural environment, economy, history and location.

Lane's definition of rural is appropriate, in the context of this research, to understand countryside leisure behaviour. While this definition will exclude

natural areas within urban areas, the periphery of urban areas, which have been identified by Sidaway and Duffield (1984) as an important leisure context for town dwellers, may present definitional difficulties for visitors. Calver (2017) used photo-elicitation methodology, with images representing a journey from the periphery of an urban area to the countryside. Peripheral areas were seen as a type of countryside that may be suitable for specific activities, such as exercising a dog but lacking in the psycho-sensory experience of the 'real' countryside. The OECD (1992) developed a typology assessing the geography of rural areas. This typology divided the rural world into, peripheral or remote regions, 'intermediate' regions, which make up the majority of the rural land mass and economically integrated rural regions, often close to large urban complexes. This typology is consistent with the idea of an urban-rural continuum but in three distinctive stages which countryside visitors would probably recognise.

4.3 Relationships with the countryside

The experiential, psycho-social and sensory stimuli provided by non-urban areas are important features for visitors. For instance, Urry (1990), emphasised the essentially visual nature of tourists consumption of place with his concept of the 'tourist gaze' and Agapito et al. (2014) discussed the sensory dimension of tourist experiences in rural Portugal.

The physical attributes of the countryside, woods, rivers and hills represent the tangible dimensions of the visitor experience (Glyptis, 1981) but the more profound, intangible meanings that the countryside represents, provides important reasons to visit.

There has been considerable research into the human-environment relationship, exploring its many facets. Tuan (1977) asserted that 'space', such as undifferentiated countryside, will only become 'place' when 'we endow it with value.' This implies that the canvas of open countryside only becomes significant to the individual when it is imbued with the meaning and values that they provide (Gieryn, 2000; Jepson and Sharpley, 2014). Various authors, mainly within the field of human geography, have noted that these subjective experiences of place concepts can be organised within the framework of attitude structures and beliefs that incorporate cognitive, affective and conative responses to spatial settings (Feld and Basso, 1996; Jorgensen and Stedman, 2001; Giuliani, 2003; Manzo, 2003). The generic term for the emotional bond with place is widely accepted as 'sense of place' (Tuan, 1974; Jorgensen and Stedman, 2001; Kyle and Chick, 2007). This term includes concepts such as place identity (Proshansky et al., 1983), which refers to the dimensions of self, defining a person's identity in relation to the physical environment. Place attachment (Moore and Graefe, 1994), is proposed as an experience based emotional bond between a person and place and place dependence (Stokols and Shumaker, 1981), is conceptualized as the opportunities a setting provides for the achievement of goals and pursuit of activities.

Respectively the three place dimensions, place identity, attachment and dependence, may be regarded as cognitive, affective and conative responses, (Jorgensen and Stedman, 2006), which can provide evidence of underlying attitudes towards specific behaviours arising from a sense of place.

Scannell and Gifford (2009) also used the tripartite structure of attitudes to propose an organizing framework for place attachment that consisted of a person dimension, place dimension and process dimension forming the

construct of place attachment. The process dimension draws upon the research of Jorgensen and Stedman (2006), explaining place attachment as sense of place and suggesting that the tripartite structure of attitudes represents the psychological connection with specific environments.

Much of the literature and discussion of sense of place understandably has a focus upon human interaction with specific places, however, attitudes and beliefs can also be directed towards composite constructs, such as the countryside (Rosenberg and Hovland, 1960; Fishbein and Ajzen, 1975; Eagly and Chaiken, 1993). The construct of countryside meaning may vary, depending upon landscape preferences, social interaction with special places, interests and beliefs but the overall attitude towards countryside visiting remains constant.

The factors that give rise to these beliefs and their meaning have been discussed by Jepson and Sharpley (2014). In their view cultural understanding of the terrain (Gieryn, 2000) the multiple landscapes or visit areas embodied in a specific location because of different cultural understanding (Greider and Garkovich, 1994) and people's experience of the place combined with the social context of that experience (Jepson and Sharpley, 2014) are the three components that give rise to the significance of rural places to tourists and residents.

Using the definition of rural tourism proposed by Lane (1994) and the visitor based, definitional approach suggested by Swanwick (2009), dimensions of the meaning of countryside to leisure visitors were identified which reflected those proposed by Jepson and Sharpley (2014). These dimensions (Calver, 2017) can be summarised as:

- The characteristics of the countryside – features such as coast, rivers, woodland, hills and walks with vistas.
- Personal identification and attachment – the countryside represented by specific visit areas, as an extension of the individual with a sense of belonging and connection to it.
- Learning and understanding – understanding personal and social history, learning about nature and agriculture.
- Normative behaviour – the influence of family and friends on leisure behaviour and alternative uses of leisure time.
- Exercise and wellbeing – types of activity undertaken for physical, psychological and spiritual wellbeing.
- Control factors – for instance, ease of access, parking, the weather.
- Countryside protection – understanding the pressures upon the countryside for infrastructure, houses and energy needs.
- Countryside aspirations – increasing engagement with the countryside, habitation, life-style and conservation.

The cultural paradigms that influence the meaning of countryside also contain strong spiritual themes that may subtly or ostensibly motivate engagement with it (Sharpley and Jepson, 2011). Since the beginnings of industrialization and the movement of UK populations to urban areas, there has been both growing secularisation and a nascent pantheism, which imbues the natural world with almost sacred meaning (Allcock, 1988). Artists, poets and authors created an idea of the countryside that in some measure compensated for the void left by withdrawal from organised religion (Newby, 1979). The idea that the countryside offers spiritual experiences which are antithetical to urban living is a view suggested by several authors (Aitcheson et al., 2000; Roberts and Hall, 2001)

and provides an imperative for engagement with the countryside by those living in towns and cities.

Proshansky et al. (1983, p 57) reflects this profound connection with special places, suggesting that individuals develop their beliefs and understanding of the world, not only through human and social interaction but through their interaction with the physical world developing a sense of 'place identity':

'Cognitions (of place) represent memories, ideas, feelings, attitudes, values, preferences, meanings and conceptions of behaviour and experience which relate to the variety and complexity of physical settings that define the day to day experience of every human being.'

Self-identity is not restricted to making distinctions between the individual and significant others but extends to objects and places with which these significant others interact. From this early process of socialization the individual learns their version of the world including a response to the countryside.

Coones (1985) suggests that the connection with countryside is the result of enduring folk memories transmitted through stories, real family events, marketing by tourism and other organisations that present a generally positive image of the countryside. This connection with countryside becomes an integral part of national culture, which includes mass media, sustaining attachment in the absence of actual experience of country life (Phillips et al., 2001).

As our memory of living and working in the countryside recedes into family and cultural myths, we rely increasingly on representations of it from the media (Phillips et al., 2001) for part of our cultural understanding of it. Many of the resonances from real historical events are filtered through news and

entertainment, we become dependent upon 'knowing' about the countryside from a range of commentators and programmes expressing their view often from a single issue perspective. Urban-based populations increasingly rely upon leisure visits and media output for their understanding of the countryside (Phillips et al., 2001). For instance, 'Countryfile' (BBC), a weekly TV documentary focussing on rural and environmental issues, 'Emmerdale' (ITV) and 'The Archers' (BBC Radio 4), popular fictional dramas on TV and radio, located in the countryside, provide a version of contemporary countryside life which may influence expectations and experience of it during leisure trips.

In summary, our relationship with the countryside is the result of its physical (or virtual) presence, interacting with our cultural understanding of it and our physical, psychological and spiritual needs, often within a social context. The countryside currently maintains its significance in the cultural fabric but in order for it to retain its level of importance in the national imagination, there is a need for the narrative of rural ways to be transmitted and received by urban-based populations. The mass media, as previously discussed, are probably the most important source of transmission for this narrative in contemporary society.

4.4 Leisure and the countryside

Investing time and resources in countryside based leisure behaviour, is a manifestation of the connection that many people feel with the countryside (Pigram, 1983). An understanding of what constitutes leisure time and its availability is therefore an important factor in the understanding of countryside visitation, as a time limited and experience driven concept (Torkildsen, 1983). The commodity of countryside leisure competes with other urban and home based leisure opportunities, which are often in closer and more convenient

geographical proximity. Ashworth and Page (2011) in their review of urban tourism research discussed these options highlighting the growth of '*internal geographies and areas of leisure consumption*' in developing, as well as developed economies. For urban-based tourists, the concerns of routes, parking and drive time may be paramount when considering leisure options in the countryside. In addition a trip to the country may require special clothing, equipment for specific activities and planning for food and refreshment, all of which involve the commitment of scarce resources.

Stockdale (1985) conducted research into the psychology of how people see their free time and concluded in a review of the meaning of leisure that there are three main approaches to the way in which the concept of leisure is used:

1. As a period of time, activity or state of mind in which choice is the dominant feature – i.e. discretionary time;
2. An objective view in which leisure is perceived as the opposite of work and defined as non-work or residual time;
3. A subjective view which emphasises leisure as a qualitative concept in which leisure activities take on a meaning only within the context of individual perceptions and belief systems and can therefore occur at any time in any setting.

Leisure is to some extent a self-defined concept involving discretionary time over which the individual has control and can exercise choice (Haworth and Veal, 2004). Other researchers, however, have emphasised the third concept of leisure. For instance, Stockdale (1987) proposes that leisure experiences can be evoked from technology, memory or social exchanges which may not be time and spatially dependent. Other researchers, (Ravenscroft and Gilchrist,

2009) have noted that there are groups in society for whom leisure time has become an aspirational construct, that requires time and investment and is perhaps less discretionary

A universal definition of leisure is elusive and will depend upon the purpose and context of use (Hall and Page, 2014). For the purposes of this study the focus is upon time-dependent, country based activities involving intended and actual behaviour and experiential outcomes, considered within the context of attitudes that drive behaviour. This psychological research orientation is similar to that adopted by previous authors such as Iso-Ahola (1980) and Neulinger (1981). The focus on activities and behaviour which are context dependent is also consistent with other studies of leisure behaviour. For instance Goodall and Whittow (1975) investigated behaviour in forest environments, Duffield and Owen (1973) conducted research into woodland recreation activities, Mather and Ritchie (1978) studied the behaviour of visitors on and around loch shores. King and Church (2013) investigated the attitudes of young people towards countryside based leisure.

More specific activities have been the subject of research by several authors including Alexandris et al. (2006) investigating place attachment associated with ski resorts, Bricker and Kerstetter (2000) conducted research into the locational aspects of white water rafting, Brown and Haas (1980) studied activities related to recreation in wilderness and Buijs et al. (2006) focused upon leisure activities such as hiking, developing the idea of a 'leisure landscape.' Roe. and Aspinall (2011), Edensor, (2000) and The Henley Centre (2005b), confirmed the physical and psychological benefits of walking and engaging with countryside, a theme developed by Suckall et al. (2009) in their study of leisure activity in the Peak District National Park.

There is an extensive literature which discusses the relationship between leisure, tourism and recreation, (Mannell and Iso-Ahola, 1987; Mckercher, 1996; Shaw and Williams, 2004; Williams and Shaw, 2009; Hall and Page, 2014). For the purposes of this research, countryside leisure visitors are assumed to use the same resources and facilities as tourists, or recreationists and exert similar impacts when undertaking the same activities, a view supported by various theorists (Mathieson. and Wall, 1982; Jansen-Verbeke and Dietvorst, 1987) there are also similar experiential and sensory outcomes for the three groups.

4.5 Trends in countryside visitation

The relationship of the UK population with the countryside has changed significantly over the past two centuries. Society has transformed from almost complete dependence and immersion in its understanding of rural ways, through a period of romanticised nostalgia for a notion of countryside during the period of industrialization and urbanization, to the ambiguous relationship of the present day.

When the first official census in England and Wales was undertaken in 1801 the population was recorded as 9 million people, of which over two thirds still lived in the countryside, with agriculture the largest occupation; however the towns and cities were growing rapidly (Hibbert, 1987). In the 2001 census only 1% of the population were recorded as employed in, 'agriculture, hunting, forestry and fishing' (ONS, 2001) and therefore with a direct economic link to the countryside. During the 20th century a complete transformation in the countryside has taken place. Many rural communities consist of affluent retired people or commuters, without any current or previous connection to the countryside, other than living there (Bosworth, 2009).

Conversely there have also been significant changes in the development of our cities and towns, many of which were once defined by their 'dark satanic mills' (Makdisi, 2007). They have evolved and are evolving to meet the working and leisure needs of a diverse, cosmopolitan and aspirational society. It is possible that the narrative of our rural past is fading, as generations with a direct working knowledge of countryside fade into history and the pressures for new housing, sustainable energy and transport infrastructure, take precedence in the public imagination as a use for countryside.

The current relationship that the UK population has with the countryside appears to be paradoxical. There is an apparent enduring emotional attachment to it (Van Den Berg and Hartig, 2007) but also evidence of a gradual retreat from active engagement with it. For instance, data from the Monitor for Engagement with the Natural Environment (MENE) (Natural England, 2013, 2016) suggests a fluctuating but downward trend in countryside visits since 2005. The Natural England research also indicates an increase of visits 2005-2016 to natural areas within towns and cities, reflecting the changing life styles of an urban-based population.

The relative importance of natural areas to the UK population has also been identified in a survey conducted by The Department for the Environment, Food and Rural Affairs (DEFRA, 2009). In this survey over 95% of respondents indicated that it was important or very important to live near green space and 22% of respondents visited green space three or more times a week.

Despite the ambiguity suggested by these trends, the countryside still represents a central theme in marketing the UK as a tourist destination. In 2007 there were approximately 74 million visits to the countryside for at least one overnight stay, for any reason, by residents of the United Kingdom (VisitBritain, 2010a; Visitbritain, 2010b). Visits to the countryside that do not involve an overnight stay are more numerous but more difficult to calculate, as estimates are often based on periodic surveys or counts with varying degrees of accuracy. DEFRA estimates that over 1 billion visits were made to the countryside during 2008 contributing £11 billion to the rural economy (DEFRA, 2009).

Some commentators, such as Curry and Brown (2010) have suggested a long term structural decline in countryside recreation in the UK and overseas, citing

various studies including Roper (2004) in the U.S.A, the Sports Recreation and Physical Activity Committee (SPARC), New Zealand (SPARC, 2008) and Broom (1991) who provided some of the initial evidence for this phenomenon in an assessment of UK countryside recreation 1984-1989.

Williams and Shaw (2009) have suggested that these negative changes reflect evolving lifestyles and cultures, rather than material limitations imposed by disposable income. Recent research and commentary suggests that the UK population is in line with other European countries and the USA which are leading increasingly urban, sedentary lifestyles, characterized by home based, technologically led activities (Fox and Richards, 2004). However, Curry and Brown (2010) have suggested that this trend does not indicate disaffection with the natural environment but rather a change in belief about how it can be enjoyed. There is a suggestion that the representation of the natural environment through the media may be an *alternative* to visiting the countryside rather than a spur to immersion in it (Pigram and Jenkins, 2006).

Curry and Brown (2010) also suggest that Travel and Tourism statistics (TNS, 2004) indicate that while there may be a decline in the use of the countryside for outdoor recreation, outdoor recreation as a whole is increasing, reflecting the findings of the Natural England research (Natural England, 2013, 2016). This indicates that, first of all, there may be a definitional problem with the use of the term 'countryside' possibly discounting areas of open space adjacent to or between urban centres which may lack some of the more idyllic qualities associated with rural areas. Secondly, the trend may also be influenced by outdoor activities undertaken in urban sports arenas or urban streets, such as cycling and running, which do not necessarily involve countryside visits.

4.6 Factors influencing leisure participation

Leisure trends are influenced by a combination of economic, demographic and situational factors. These have been further specified by Williams and Shaw (2009) who identified five key drivers which shape leisure participation, disposable time and income, technology, transport, socio-demographic shifts and policy and governance. The influence of seasonality and weather has also been cited as a specific factor in the demand for outdoor leisure pursuits (Patmore, 1983). These influences may be regarded as control factors (Ajzen, 2005) that have a moderating effect upon the beliefs and normative behaviour discussed in previous chapters (Chapters 2 and 3).

4.6.1 Disposable time and income

As previously mentioned the availability of disposable income and leisure time are key determinants of the extent to which people can engage in leisure activity (Torkildsen, 1983). Three main, long term trends have been identified by Fisher and Gershuny (1999):

- increasing longevity and active retirement, although low pensioner incomes also mitigate against increased leisure participation (Mcavoy, 1977).
- the growth of paid holidays since the 1970's.
- a general reduction in working hours.

The effect of the general reduction in working hours increasing leisure demand has, however, been counterbalanced by an increase in the number of women in paid work Williams and Shaw (2009). Trends from 1999-2006 indicate that leisure time declined by 100 hours per annum (Intel, 2006). However, disposable income has risen by an estimated 50%, 1990-2005, although this

growth has been characterized by increasing polarisation between the highest and lowest incomes, over the same period. The availability of disposable time and income remains highly uneven, reflecting persistent social inequalities in terms of gender, class, ethnicity and age (Williams and Shaw, 2009). These key determinants act as control factors on attitudes and intentions towards countryside leisure.

4.6.2 Technology

Williams and Shaw (2009) identified three types of technological innovation that have shaped leisure time activity. The first is the growth of home-based entertainment, a form of self-service leisure economy (Pine and Gilmour, 1999, Henley, 2005a). Secondly, the Internet has facilitated disintermediation (Buhalis and Ujma, 2006), which represents a greater shift to direct links between customers and intermediaries providing services and information, such as tourist information. Thirdly, technology has provided new leisure opportunities, such as geocaching, which uses GPS systems to navigate and seek hidden containers, usually located in the countryside (Henley Centre, 2005a).

Interaction with the natural environment is predominantly through direct personal experience but the evolution of technology has provided other means of access, complementing experience at the location, perhaps in a visitor centre or through media remote from the location as an alternative to visiting it. Urry (1994) discussed some of these developments but in the intervening twenty years there has been a rapid development in social media and platforms that enable remote access to the experience of others in real time (Mansson 2009; Mansson, 2011; Sheungting et al., 2011).

4.6.3 Transport

Cars remain the most used transportation method for countryside visits, 90% of rural tourists travelled by car in 2007, (Lane et al., 2009). The number of cars increased 10 fold between 1951 and 2001 with the highest density of car ownership in rural areas (Whelan, 2007) aggravating congestion at popular countryside destinations. The lack of alternative means of transport to rural destinations is a further barrier to lower income households. In the UK, 60% of the poorest 20% of households and fewer elderly and under-20s do not own a car (Whelan, 2007). Car dependency also has a particularly deleterious effect on countryside destinations. The peace and tranquillity that represent core attractions for a visit are often compromised by car congestion and associated pollution and environmental deterioration (Martin and Martin, 1998).

4.6.4 Governance and policy

Countryside leisure activities are contingent upon conservation and access, for instance in the provision of car parks, footpaths, bridleways and beaches. The management and governance of the countryside for leisure purposes is dependent upon informal and formal partnerships of private land owners, local councils, government agencies and conservation organizations such as the National Trust, RSPB and Woodland Trust (Dwyer, 2011). In many rural areas the development of countryside for leisure and tourism purposes has provided an alternative source of income to declining revenues from agriculture and this income is often an essential revenue source for the wider rural economy for instance, pubs and shops. The success of some countryside locations in attracting visitors may encourage the development of further income generating opportunities, such as visitor centres and other visitor services which can sustain and grow the necessary revenue streams. This process of

commodification over time may compromise the idea of a contiguous countryside and lead to the consolidation of rural visitor destinations (Mitchell, 1998). This process may be hastened as urban-based populations seek rural destinations with a range of visitor services similar to the facilities available in their home locality. Local residents in rural areas may also encourage the trend as a valuable source of employment and income (Page and Getz, 1997; Kneafsey, 2001).

4.6.5 The Weather

The weather has an obvious impact on levels of demand for countryside leisure (Hinch and Jackson, 2000; Martin, 2005; Becken and Wilson, 2013). While adverse weather, in terms of temperature, rainfall and wind speed may deter most people, it may not act as an absolute deterrent (Patmore, 1983). Adverse weather conditions may encourage different considerations in planning visits to the countryside for instance, sheltered locations, availability of indoor facilities for food and refreshment and the use of specialist or appropriate clothing. The latter may actually enhance the experience of the visit, removing it from the routine by emphasising the uniqueness of the preparation and special clothes required for its execution. There are some groups for whom adverse weather may be an added incentive to participate in outdoor activities such as wild water swimming (Becken, 2012).

4.7 Demographic influences on leisure behaviour

Leisure and tourism activities are strongly differentiated by age, stage of the family life cycle and life style groups, with social class a key discriminator (Euro Direct, 2002). Various studies have identified the characteristics of leisure and tourism in rural areas as older and middle class (Cavaco, 1995; Sharpley, 1996; Frochot, 2005).

4.7.1 Age and countryside leisure

Age is a particularly significant discriminator (Williams and Shaw, 2009), as an active, ageing population with relatively high disposable income increases demand for countryside leisure resources (Aznar et al., 2005) and a younger mainly urban-based age group continues to pursue life styles which are less engaged with the countryside. The lower rates of visitation for young people, some researchers have suggested, may be due to transport, time pressures and financial constraints (Ravenscroft and Curry, 2004). Natural England (2013, 2016) data, however, suggests that younger age groups do engage with countryside activity (Appendix 1.1) but perhaps not to the same extent as older age groups. The visitation of younger age groups is significant and in some categories, for instance 'Several times a week,' visitation is notably higher than other age groups. Various authors have suggested that youth engagement with the countryside has diminished in recent years (Mulder et al., 2005; King and Church, 2013) due in part to some of the obstacles previously mentioned. Additionally, younger adults in particular may prefer to access the natural environment virtually, via the media and in time access via the technological natural universe will become even more commonplace. However, King and Church identified that while mountain bikers, representing one youth group, took a very pragmatic approach to nature and the environment, the actual countryside still had symbolic meaning for young people shaping their understanding of their own identity.

Natural England (2013, 2016) data, (Appendix 1.2) also suggests that younger age groups are more urban-centred than older age groups, as the age of respondents increases it seems that there is a greater likelihood of visits to the countryside and coast taking place; with 33% of 16-24 year olds visiting the

countryside and coast compared to 56% of 55-64 year olds. The adolescent and young adult pattern of countryside visitation appears to extend into older adulthood as 37% of 25-34 year old respondents demonstrated a similar pattern of visits to the countryside and coast.

4.7.2 Gender influences on countryside leisure visits

Morris and O'Brien (2011) included women as one of the under-represented groups in their study investigating participation in outdoor activity. However, the Natural England (2013, 2016), (Appendix 1.3) suggests there is little difference in the pattern of visitation between men and women. If personal security, suggested by Morris and O'Brien (2011) as a factor in discouraging women visitors, represented an issue there may be a tendency in the data to show higher levels of female visitation in the natural environments of towns and cities rather than the open countryside and coast (Appendix 1.4). The data, however, shows a consistent and similar pattern for both men and women across the categories of type of place visited. Aitcheson et al. (2000) has reviewed the literature surrounding leisure and the use of geographical 'space.' His conclusion suggested a need for more research into the perception of countryside and other leisure oriented activity, from a gender based perspective, in order to understand the 'geographical imagination.' A similar view is taken by Deem (1999) emphasising the need to understand gender issues more thoroughly in a leisure context.

4.7.3 Social class and countryside leisure visits

As previously discussed several researchers have confirmed the class bias in the profile of countryside visitors (Sharpley and Sharpley, 1997; Herbert, 2001; Euro Direct, 2002; Frochot, 2005). Social class is defined using the algorithms designed by the Office of National Statistics and the Market Research Society

Census and Geodemographics Group (Market Research Society, 2006a).

Social grade is based upon occupation, employment status, qualification and tenure (Appendix 1.5).

The Natural England (2013, 2016) data (Appendix 1.6) seems to support the contention that countryside and coast visits are more popular with visitors from a higher social grade. The pattern of visitation indicates that higher levels of AB visitors visited the countryside and coast compared to C1, C2, DE visitors.

Reasons for this may include lower incomes and less access to transport rather than lack of interest. Some researchers have also suggested that socialization processes may also be partially responsible (Argyle, 1996; Morris and O'Brien, 2011). Lower income, urban-based communities may not have the resources to explore the countryside or to engage children with books and other media that include references to it.

4.7.4 Ethnicity and leisure visits to the countryside

The issue of ethnic minorities as an under represented group in countryside leisure pursuits has been discussed by several authors (Gobster, 1998; Gentin, 2011; Neal, 2016). Natural England (2013) also confirmed this trend, indicating that ethnic minorities are more likely to visit towns and cities than countryside areas (Appendix 1.7). Stephenson and Hughes (1995) and Klemm (2002) investigated the attitudes amongst different ethnic groups towards holidays, finding that under-representation amongst the black community, engaged in outdoor recreation, was due to feelings of discomfort and discrimination rather than any other cause. This was also the conclusion of Gobster (1998), in his study of under-representation of ethnic minorities in Canadian outdoor recreation. Gentin (2011) reviewed the literature in the field of outdoor recreation and ethnicity and found substantial gaps in the explanation of why particular ethnic groups did not engage with countryside pursuits, particularly as there were few differences in the appreciation of the natural environment with the general population. Gentin suggests the difference in the perception of countryside amongst ethnic minority groups is a more functional and pragmatic proposition, without the emotional and aesthetic appeal apparent in other populations.

4.8 Countryside leisure motivation

Understanding the motivation to engage in countryside based leisure and the actual activities undertaken, will assist an appropriate research design for instance, in the development of belief statements included in the questionnaire. Dunn-Ross and Iso-Ahola (1991) in their study of the motivation and satisfaction dimensions of leisure behaviour, identified acquisition of general and specific

knowledge, social interactions, escape and retail opportunities as significant motivations related to satisfaction with sightseeing behaviour.

These categories of motivation are reflected in the research conducted by Natural England (2011, 2013, 2016), which provides the framework for the following discussion of motivation for leisure in the countryside.

Time with the family, time with friends, children - Time spent with family, friends and children represents a significant motivation for countryside leisure visits (Appendix 1.8). Research by McCabe and Johnson (2012) into the relationship between quality of life and tourism activity, concluded that family groups in particular received greater psychological benefit from leisure time spent together, than other groups included in the research. Other researchers, such as Quarmby and Dagkas (2010), emphasised the important role that the natural environment had in providing a context for family interaction. The Natural England (2013) results reflect these findings and the importance of interaction with family and social groups as motivators.

Motivation to comply with social norms within a leisure context has been tested by Ragheb and Tate (1993) using a leisure behaviour model. The model assessed cognitive and affective component relationships with behaviour and the extent to which marital status, motivation to participate, extent of leisure participation and satisfaction effected behavioural outcomes. The results of the study suggested the validity of a causal chain, motivation-leisure participation-satisfaction but were unable to confirm the role of social obligations in the model.

Escape and Wellbeing – The escape motive has been noted by Lane (1994), who emphasised that it is the contrast between overcrowded and stressful

urban environments and small settlements with less population density that makes rural areas more attractive to visitors from urban areas.

A number of motivation categories have been identified by Natural England (2013) that can be described overall as representing wellbeing for the visitor (Appendix 1.7). These can also be broadly aligned with the Dunn-Ross and Iso-Ahola (1991) dimension 'Escape'. Specific aspects of 'Wellbeing' described by Natural England (2013), include, fresh air', 'health and exercise', 'peace and quiet', 'relax and unwind', 'challenge yourself' 'enjoy the scenery.

The role of the natural environment to encourage health, physical and psychological wellbeing is a topic discussed by many authors (Pretty et al., 2005; Novelli et al., 2006; Pretty et al., 2007; Park et al., 2011; Roe and Aspinall, 2011; White et al., 2013). Pretty et al. (2007) conducted research measuring the effect of several forms of green exercise including, walking, cycling, horse-riding, fishing, canal boating and conservation activities, demonstrating positive outcomes in physical and psychological health as a result.

Intellectual enjoyment – 'Enjoying wildlife', 'learning about outdoors.' -This category (Natural England, 2013), aligns with the Dunn-Ross and Iso-Ahola (1991) dimension described as 'general and specific knowledge'. There is an extensive literature exploring the role of wildlife in tourism by authors such as Reynolds and Braithwaite (2001) and Reis and Shelton (2011). The latter propose a conceptual framework for understanding the topic, particularly the different meanings attached to nature-based tourism by visitors. Curtin (2005) emphasises the emotional, psychological and physical benefits of taking wildlife holidays. Ballantyne et al. (2011) conducted research into the memories and interpretive experiences of wildlife tourists, identifying the educative processes

that are often associated with this type of leisure experience. A study by Shaw et al. (1985) researched wildlife oriented leisure in the proximity of urban areas, in the U.S.A, concluding that local areas of natural environment could provide opportunities for the enjoyment of wildlife.

4.9 Countryside leisure activities

From the previous discussion it can be concluded that key motivators to visit the countryside, include, rest, relaxation, health and fitness, inspiration and time with friends and family, ambitions that are sometimes compromised in busy urban environments. The activities that are undertaken in the countryside are extremely varied and many are 'unplanned, spontaneous and informal' (Sharpley, 1996, p 59).

Natural England (2013) provides an insight into these activities (Appendix 1.9) indicating that eating and drinking, visiting with children, walking and wildlife watching, represent categories which are undertaken more frequently than others, with walking with or without a dog representing the most frequent activity amongst respondents. These categories reflect research undertaken by Frochot (2005), studying visitors to rural Scotland, which combined the benefits sought for instance, 'to learn about wildlife', 'for physical rest', 'to observe scenic beauty' and activities undertaken, for instance 'eating out' 'picnic', 'short walk' , in order to create segmentation categories.

Eating, drinking and picnicking - Eating and drinking in rural locations often provides a focus for trips to the countryside, although the closure of 13,000 pubs between 2006 and 2014 suggests a significant cultural change (British Beer and Pubs Association, 2010; Snowden, 2014).

Field sports, fishing, horse riding, off-road cycling, off road driving, road cycling, running swimming outdoors, water sports and informal games.

While each of these activities has an intrinsic value to the participant, they may also imply an attachment to the natural environment in which they are pursued. Dunlap and Hefferman (1975) explored the environmental values of participants in Canada involved in different activities and identified 'appreciative' activities such as cross-country hiking hold stronger pro-environmental attitudes than participants in 'consumptive' activities such as fishing or 'mechanized' activities such as off road cycling. This research identified that the natural environment was an important context for the activity. Jackson (1986) extended this research to investigate how attitudes may change and concluded that as society became more environmentally aware there was a growth of 'appreciative' activities.

Out with children- Environmental socialization was explored by Bixler et al. (2002) who concluded that in studies of adolescent youth, those who had experienced first-hand experience of the natural environment had more positive attitudes towards it, outdoor recreation and future outdoor occupations. Taking children out into the natural environment is the second most frequent activity after walking Natural England (2013), suggesting that this is considered an important life style choice encouraging exercise, engagement, sociability and education about the natural world.

Walking in the countryside—Walking is one of the key activities for engaging with the countryside on a regular basis, 65% of visitors to the countryside did so for this reason Natural England (2013, 2016). The predominance of this activity has been noted by other researchers as a significant activity for countryside engagement (Edensor, 2000: Cutt et al. 2007; White et al. 2013). The health benefits of walking in a natural environment have been noted by various researchers Pretty et al. (2007) and the activity has developed specialist aspects such as Nordic walking which can require particular clothing and training (Graden, 2016).

4.10 Summary

The countryside has been defined in terms of its rural nature, outside of urban areas, with the periphery of urban areas still possessing some of the characteristics of countryside. Visitors to the countryside are seeking an experience which is influenced by the topology of the countryside but also by a sense of place, a more profound, subjective relationship which some theorists propose represents many of the attributes of attitudes. In this context emotional and cognitive processes lead to behavioural intentions and countryside leisure behaviour, modified by socio-demographic and economic circumstances.

Countryside leisure is dependent upon disposable time and income, with access to transport. There is considerable variability in the availability of these resources, by age and socio-economic class which act as control variables on countryside behaviour. From the supply side, there is evidence that agencies involved with the countryside are engaged in a process of commodification that may present further barriers for the less affluent.

The main motivations identified with countryside and the leisure activities pursued, confirm the importance of social interaction as a primary motivation, followed by physical and psychological wellbeing.

The issues of countryside definition, meaning, supply and demand factors, motivation and activities, discussed in this chapter provide important context and content for the development of an appropriate research design and survey tools outlined in the next chapter.

Chapter 5 Research design

The attitudes that people hold about the countryside are hypothetical constructs which may be inferred from verbal and non-verbal responses toward the object, institution or event. These responses can be cognitive, representing beliefs about its characteristics, affective, reflecting a person's evaluations and feelings, or conative responses which reflect actual behaviour.

This research was designed to measure the influences that guide leisure behaviour towards the countryside. The research question is therefore; 'what is the influence of mass media upon countryside leisure behaviour, compared to the influence of childhood socialization', which leads to consideration of an appropriate methodological approach.

In developing a methodology to explore the research question there is a danger of developing a partisan approach, either quantitative or qualitative, positivist or interpretivist in the achievement of the research aims. Hence a 'post-positive' approach is adopted, where some of the assumptions of pure science may be relaxed; reality is still considered to be objective (external to human minds) but only imperfectly knowable (Della Porta and Keating, 2008). Yoshikawa et al. (2008) provide a review of methodological approaches in the social sciences, concluding that it is possible and to some extent desirable for researchers to be specialists in specific methods of analysis but this should not be confused with the assumption that a specific specialism is universally applicable. The question of methodology should focus on the research question and not specifically on the preferences or expertise of the researcher.

The socialization process, that influences countryside leisure behaviour, can exist independently of our knowledge of it or identification with it. Fleetwood

(2005) makes this distinction when discussing ontology in management studies; identification means that people may demonstrate behaviour toward the countryside but cannot explain how or why this behaviour occurs.

'Critical realism accepts that there is no defensible, theory-neutral observation, description, interpretation, theorization or explanation. There is no unmediated access to the world.' (Fleetwood, 2005 p 178)

Our knowledge of the world may refer to the way things really are but only in a partial fashion which will necessarily be revised as that knowledge develops.

5.1 Epistemology

The traditional positivist approach has remained a recurrent theme in academic enquiry from the time of the ancient Greeks, later developed by Auguste Comte during the 18th century as a framework for sociological enquiry (Browne, 2011). In the early 20th century this approach was largely rejected by sociologists such as Weber and Simmel (Browne, 2011). The growth of critical realism and 'neopragmatism' reflect the view that observer bias and other structural limitations compromise the positivist approach but recognise the need in some circumstances, for a more formal evaluative framework, than that offered by purely interpretivist methodologies.

The use of statistical enquiry cannot provide the certainty often expected of it. Different methodologies, statistical methods and estimates of model fit will all vary and rely heavily on the researcher to choose the tools for the reconciliation of error and variance. All statistical models can only show a representation of reality, sufficient to understand the universe of data from which it is drawn.

Brady and Collier (2004) describe a mainstream quantitative approach based upon the use of regression analysis and related techniques, aimed at

measuring causal inference but noting that work in the positivist tradition also makes use of non-quantitative material, such as case studies, paired comparisons and interview records. King et al. (1994) leading exponents of the positivist approach have also supported the view that qualitative methods may be used as a supplement to quantitative methods as long as they follow the same logic.

5.2 Theoretical perspective

The approach to this research is positivist and more precisely post-positivist; it is seeking to identify generalizations about the influences upon intention to engage in countryside based activity, but is not seeking in-depth understanding of motives or ideographic description. This type of research strives to provide answers to 'why' questions by seeking to identify one or several antecedent factors that may be responsible for the occurrence of the event or behaviour in question. There is an assumption that there are recognizable regularities and a recognizable order in the world and that change has a structure that can be understood (Nachmias and Chava, 1976).

A hypothetical relationship between background factors, including socialization and the formation of beliefs and behaviour was suggested by Azjen (2005). Other theorists have proposed that socialization towards places is a valid notion (Proshansky et al. 1983) and that this process can occur during all stages of life (Grusec and Hastings, 2014). The research sets out to explore the specific role of mass media in the socialization process and the evidence for their influence in the early and later years of development. Assuming that a systematic relationship can be observed empirically between a cause and a particular outcome, causal mechanisms can be sought and proposed based upon these concepts.

For instance, later socialization through media and social/ professional peer groups may account for more variance in behavioural intentions toward the countryside than earlier socialization. This type of explanation conforms to a probabilistic model, based on a 'black box explanation' that minimizes the importance of the mechanism linking causal factors and outcomes. The most systematic form of 'black box explanation,' causal modelling relies on regression analysis and regression coefficients measuring the effects of several relevant variables on an outcome. As such, it tends to pay little attention to explanatory mechanisms, although King et al. (1994) have explained that all mechanisms may also be regarded as causes. The pattern of covariance between cause and effect and between different causal factors is a critical part of the analysis.

5.3 Methodology

Authors such as Della Porta and Keating (2008) have emphasised the diverse and unique nature of research in the social sciences that requires a pragmatic examination of the issues. These include the selection of the problem for analysis, the development of proper theories and concepts, the choice of cases, data collection and analysis. Each of these aspects requires an examination of the best methodological approach without imposing unnecessary constraints imposed by strict adherence to specific canons of theory:

'Scholars more explicitly concerned with methods often tend to radical and misleading criticism of their opponents. So on the one hand, 'interpretivist' approaches are depicted as unscientific subjective narratives, while, on the other hand, 'positivist' approaches are dismissed as illusionary mimicry of natural sciences.' (Della Porta, Keating, 2008, p 317)

5.4 Research approach

The principal aim of the research is to understand the influence of mass media on countryside leisure visit behaviour compared to earlier forms of socialization.

In order to meet the primary aim and objectives of the study, the research was developed through two stages. During the first stage a questionnaire was designed and a pilot study was conducted; measuring beliefs about countryside leisure behaviour, normative and socializing influences. The beliefs and items for measurement were derived from consideration of the main socialization agents (Grusec and Davidov, 2007), behavioural, normative and control beliefs (Azjen, 2005) and the review of countryside leisure discussed in chapter 4. The development of the survey questionnaire was further guided by the research, which was largely qualitative, conducted in 2010, (Calver, 2017), investigating countryside leisure behaviour. The first stage reviewed the effectiveness of the questions and survey methods, this led to the development of the final questionnaire and data collection in the second stage.

5.5 Survey rationale

The survey methodology uses attitude scaling techniques in order to measure the influences upon countryside leisure behaviour and provide the basis for the development of a structural model. The methodology draws upon attitude theory and specifically the theory of planned behaviour proposed by Ajzen (1985, 2005). According to the theory of planned behaviour, action is the result of cognition and affective processes formed with regard to an idea, person or place. These processes are modified by the social norms that contextualize the behaviour and the willingness of the individual to comply with these norms. Exercise, quiet reflection in the countryside, outdoor activities with family or friends or routine dog walking, are the evidence of actual behaviour, discussed in chapter 4, as a result of more submerged feelings and understanding of the countryside.

5.6 The survey

A pilot questionnaire was designed in order to explore the specific themes of interest to the study. The questionnaire was structured to include beliefs about media, socialization and countryside leisure behaviour derived from research which used photo-elicitation techniques (Garrod, 2007) and the literature discussed in previous chapters. Questionnaires can pose the problem of researcher bias as they inevitably reflect the researcher's own assumptions (Gomm, 2004). The use of survey items derived from focus groups mitigates but does not eliminate this problem. Testing the questions in a pilot survey also helps to remove any ambiguities that will require explanation by the researcher which may be biased.

Respondents will emphasise or draw upon different attitude dimensions, in different measure, in their consideration of countryside leisure activity, reflecting

their underlying beliefs and socialization. The use of a questionnaire, completed by a large sample, can provide a measure of attitudes and socialization towards countryside leisure activity in the wider population and provides the means by which bias can be minimised and robust analytical techniques applied.

5.7 Type of investigation

The study was conducted over two years 2011 and 2012 across all seasons in several urban centres in the South West, East Anglia and the Midlands. There was no specific aim to explore regional differences in the research, however, a broader geographical sample base was considered desirable to avoid regional bias where possible. The questionnaire-based research involved a largely deductive approach, working from the general premise of media effectiveness, to the specific conclusion that it has an effect upon countryside visit behaviour.

A number of attitude dimensions were identified which framed the beliefs about countryside leisure and the role of media and other socializing factors.

Questionnaire design details are covered in Chapter 6 as they relate to the findings of the study. Broader issues relating to attitude measurement are considered here.

5.7.1 The measurement of attitudes and socializing influences

The aim of measurement is to assign numbers to objects (Stevens, 1946), so that the properties of the numbers that are assigned reflect the relations of the objects to each other on the attribute being measured, for instance, attitude or the relative effect of socialising influences (Stevens and Galanter, 1957).

Measurement here is undertaken via the use of Likert scales or a *method of summated ratings*. The pool of items for the scales was developed from countryside leisure research conducted by Calver (2017), guided by the visitor

centred approach proposed by Swanwick (2009) and the discussion of countryside dimensions in chapter 4. The items were then selected intuitively based upon their relevance to the attitude object, countryside based leisure, before conducting the pilot study to identify any ambiguous or non-discriminating items. The items consist of statements of belief about behaviours or affective reactions toward the attitude objects. Likert items are written so that agreement with the item represents either a favourable or unfavourable attitude toward the object. Each item is presented to respondents in a multiple-choice format such as the following, Strongly Agree, Agree, Undecided, Disagree, Strongly Disagree.

One of the principal disadvantages of Likert scales is that the exact level of measurement of the resulting scale scores is unknown and it is, therefore, difficult to determine whether the measurements are at the interval or ordinal level. Several researchers have however, determined that there is a sound basis for assigning metric properties to the scales used for psychological tests (Birnbaum, 1968; Eagly and Chaiken, 1993).

Another disadvantage of Likert scaling is that there are no built in tests of dimensionality. Measures are conducted on a single dimension of favourability and researchers must pursue other forms of statistical analysis such as factor analysis in order to investigate underlying dimensionality.

5.7.2 Data Collection – Pilot Phase and Main Survey

The data collection consisted of two phases, the pilot phase and the main survey.

1. Pilot phase

This consisted of a survey administered (Appendix 2) in the East Dorset region. The questionnaire was distributed either to households (100 questionnaires) or distributed at key locations in the area (280 questionnaires) to people who had confirmed their willingness to take part in the survey. A further 20 surveys were conducted face to face in order to obtain feedback on the questionnaire and probe for any issues tangential to the topics raised.

Following a review of the data and response to the questionnaire the second phase of the survey was undertaken:

2. Main Survey

The main survey extended the geographical area to include selected areas of the UK, specifically, Birmingham, Nottingham, Bristol, Exeter, Colchester and East Dorset. The locations were selected to reduce any bias that may arise from using one specific region, particularly the South West with a strong tourism industry and high profile marketing which includes the use of countryside images.

The questionnaire was administered as a face to face interview, conducted by the researcher and researchers from a fieldwork agency briefed in the conduct of the survey.

The sample size was estimated on the basis of:

- The range of error that could be tolerated in the results
- Some estimate of the survey population.
- The type of analysis. In this study factor analysis and structural equation modelling were the most demanding forms of analysis, which required a least 500 and 600 respondents respectively (Field, 2005). The large number of dimensions used in the survey increased the need for a large sample to accommodate sub-groups in the data.
- The variability of countryside visit behaviour in the population to be surveyed. The extent of variable sub-groups at the survey locations was unknown and therefore over-estimates of sample size were considered judicious.

A sample size of 2500 was considered an appropriate target given the factors described above, particularly the demanding nature of the statistical tools for large sample sizes.

5.7.3 Sampling locations

The sites chosen for the surveys within the urban areas were selected first of all for the security of the interviewer, which excluded some economically deprived areas in some circumstances. City and town centre locations were also generally avoided because the population may be drawn to these locations from a wide area beyond the urban centre. Where possible, the population should be resident within the urban or suburban area. Locations were therefore chosen that were beyond the city or town centre, usually in suburban locations which had a higher proportion of people living locally. These areas were also less

busy than city centres and people seemed to be more willing to stop and spend time taking part in the survey.

Interviewers were requested to use a systematic traverse technique, walking 100 paces one way, conduct interview, further 100 paces and return on the opposite side of the thoroughfare where appropriate.

5.7.4 Data Collection

The questionnaire was completed in-situ by the researcher or field-worker. The final questionnaire (Appendix 3) consisted of 33 questions with sub-sections containing attitude scales, requiring at least 20-30 minutes for completion. The length of the questionnaire was a possible deterrent for respondents but the level of refusals was relatively low (21%). The latter may have been due to the professionalism of the interviewers, all trained to Market Research Society and quality standard ISO 20252 for Market and Social research but it could also have been due to conscious or unconscious selection of people who looked as if they may be willing to spend time on the survey, thereby introducing interviewer bias, a known problem with face to face interviewing. Self-completion was considered, distributing the questionnaire, with postage paid return envelope, to people who had agreed to participate. However, there was no guarantee that the questionnaire would be filled out diligently, or by the target respondent and there also was no possibility of prompting or probing.

Some locations offered resources where respondents could sit with the interviewer such as, libraries, cafes, church halls, which removed the possibility of systematic traverse but were convenient during inclement weather.

The survey was preceded by a short briefing and introduction and a postcard with contact details of the University were provided for additional information if required.

Three thousand questionnaires were completed over the two year period generating 2775 usable questionnaires after data cleaning and adjustment. The interviewers completed 2,222 questionnaires and the author 553 questionnaires which were used as a control sample.

While a random approach was adopted with interviewers stopping every 10th person between 0900-1700hrs, Tuesday-Saturday on the interview days, there was still a need to ensure as representative sample as possible. As the survey period progressed, interviewers were asked to target certain groups under-represented in the growing sample base.

5.7.5 Data analysis

The data was scanned into SPSS PAW using specialist software from SNAP Survey Software. The data for every 50th case was checked against the scanned image for accuracy. The complete data-set was screened using the procedure for categorical variables (Field, 2005):

- Checking minimum and maximum values to ensure that they are within the set range
- Checking the number of valid and missing cases to ensure that these are within acceptable levels.
- Assessing the number of cases in each variable in order to assess initial levels of representation.

- Assessing the data to ensure that the countryside leisure behaviour of demographic sub-groups can be analysed.

5.7.6 Cross tabulations of visitor demographics with countryside visit behaviour.

Pearson's Chi square test (χ^2) was used to determine whether there was a relationship between demographic and other variables and countryside visit behaviour. The statistic is based upon a comparison of the frequencies observed in certain categories to the frequencies that would be expected in these categories by chance. The statistic is summarized in the formula below,

$$\chi^2 = \sum \frac{(\text{observed} - \text{expected})^2}{\text{expected}}$$

If the computed test statistic is large, then the observed and expected values are not close and the model is a poor fit to the data (Field, 2005).

A critical assumption of the chi-square test is that the expected frequencies should be greater than 5. Although it is regarded as acceptable in larger contingency tables to have up to 20% of expected frequencies below 5, the result is a loss of statistical power. Even in larger contingency tables no expected frequencies should be below 1 (Howell, 2006).

5.7.7 The socializing influences, intention and actual visits to the countryside.

Logistic regression analysis was used in order to understand the intention to visit the countryside; the latter may be regarded as a comprehensive attitude towards the object and actual countryside visit behaviour. The statistical technique was also used to understand the predictive capacity of socializing influences on leisure behaviour in the countryside. Logistic regression is a form

of multiple regression but with an outcome variable that is a categorical variable and predictor variables that are continuous or categorical. The outcome or dependent variable in this study is a binary variable, actual behaviour = no or infrequent visits/frequent visits.

Logistic regression uses the observed and predicted values to assess the fit of the model, or the extent to which an outcome can be predicted from the independent variables. The measure used is the log-likelihood statistic which is based upon the summing of the probabilities associated with the predicted and actual outcomes (Tabachnick and Fidell, 2001). Large values of the log-likelihood statistic indicate poorly fitting statistical models, the larger the value the more unexplained observations there are.

The log-likelihood statistic is based upon the level of correspondence between predicted and actual values of the outcome (Howell, 2006). The R -statistic, however, provides a stronger measure of multiple correlations between the outcome variable and each predictor variable providing a score between -1 and 1. A positive value indicates that as each of the predictor variables increases so does the likelihood of the outcome occurring. Other measures similar to R^2 include Hosmer and Lemeshows R^2 , Cox and Snells R^2 and Nagelkerkes R^2 (Tabachnick and Fidell, 2001).

Both log-likelihood and R^2 provide measures of model fit, the Wald statistic indicates the contribution of individual predictors using a chi-square distribution. The Wald statistic indicates whether the coefficient b is significantly different from zero, if it is then there is an assumption that the predictor is making a significant contribution to the prediction. Tabachnick and Fidell (2001) recommend that the Wald statistic is used cautiously because when the

regression coefficient (b) is large the standard error tends to become inflated, resulting in the Wald statistic being under-estimated and the rejection of a predictor which is making a significant contribution to the model.

The odds ratio ($Exp(B)$) represents a critical measure in the interpretation of the model for predicting countryside visit behaviour. The ratio indicates the change in the odds of an outcome occurring resulting from a unit change in the predictor. The calculation of ($Exp(B)$) is based upon the probability of an event occurring divided by the probability of an event not occurring.

There are many examples of the applications of logistical regression in tourism and leisure research. Molera and Albaladejo (2006) identified predictors for different visitor groups, creating segmentation profiles for rural tourism in South East Spain, Sievanen et al., (2011b) and Sievanen et al. (2007) similarly used logistic regression to investigate visitor behaviour in Scandinavian parks and the countryside and Kim et al. (2007) investigated the predictors for visiting cultural attractions using the technique.

5.7.8 Understanding sub-groups of visitor behaviour in the data set.

Cluster analysis was used to identify any sub-groups within the data set that had similar attributes to each other but were distinct from other sub-groups and the data set as a whole. Strong predictors of countryside visit behaviour from the logistical regression analysis procedure were included in the cluster analysis in order to identify their possible discriminatory powers.

Norusis (2010) recommends that if the data set is large, in excess of 1000 cases, the SPSS two-step procedure should be used. Two-step cluster analysis requires only one pass of data and can produce solutions based upon mixtures

of continuous and categorical variables and for varying numbers of clusters. The clustering algorithm is based upon a distance measure that gives good results if all of the variables are independent and the categorical variables have a multinomial distribution. Even when these assumptions are not met the algorithm appears to be sufficiently robust to develop meaningful clusters (Norusis, 2010). Sievanen et al. (2011a) applied two-step cluster analysis successfully to identify 5 visitor segments for Scandinavian national parks, Tkaczynski and Prebensen (2012) used a two-step approach in their study of nature based tourist potential in Norway.

5.7.9 The latent dimensions and their role in predicting countryside leisure

This aspect of the data analysis was conducted in two stages. First, exploratory factor analysis, using the principal components method and orthogonal rotation (VARIMAX), were used to identify latent dimensions in the data which were then empirically tested using structural equation modelling (SEM) in the second stage. A similar approach has been adopted by other researchers such as Chen and Tsai (2007) Chi and Qu (2008), Lee (2009) investigating destination image and Qu et al. (2011) conducted research into destination branding using principal components analysis with orthogonal rotation.

Principal components analysis was used rather than principal factor analysis. Principal components analysis assumes that all variability in an item should be used in the analysis, while in principal factor analysis, only the variability in an item that it has in common with the other items is used. While both methods usually yield similar results, principal components analysis is a data reduction technique which is used here to identify salient attributes and is a better choice where an empirical summary of the data is required (Tabachnick and Fidell,

2001). Further discussion of the procedures used for factor analysis is conducted in the results section (Chapter 8) as they were contingent upon emerging results.

5.7.10 Structural Equation Modelling (SEM)

Structural Equation Modelling (SEM) provides a means of testing the measurement and predictive hypotheses of the variables that underlie attitudes and behaviour. Its appeal to researchers lies in its ability to evaluate unobservable (latent) variables by means of a measurement model and analysing hypothesised relationships between latent variables by means of a structural model. The use of Structural Equation Modelling (SEM) for testing complex models that involve multiple dependent and independent variables has increased in the recent past with the development of computer processing power and software packages such as SPSS (PAW) AMOS which have allowed experimentation by a wider range of researchers in different disciplines.

Multiple Regression (MR) analysis is a more conventional tool to measure the predictive effect of variables and the use of the two techniques on the same data set can provide differing results but with the same overall conclusion. Ramkissoo et al. (2013) conducted an experiment to compare the use of MR and SEM in an evaluation of place attachment, place satisfaction and pro-environmental behaviour. The results indicated that while both techniques suggest that place affect is an important construct to improve place satisfaction and promote pro-environmental behaviours some of the disaggregated results for dimensions in the model were different for each MR and SEM. Much of this difference, according to Ramkissoo et al. (2013) was due to SEM allowing the evaluation of measurement errors where MR did not. The use of different default estimation methods (SEM maximum likelihood, MR ordinary least

squares) also resulted in different measures for goodness-of-fit scores. Other researchers have concluded that SEM is a better predictor of outcomes than MR. For instance, Iacobucci et al. (2007) in a comparative study concluded that the model fit parameters of SEM were more reliable than MR measures.

SEM has been used successfully in a number of tourism studies e.g. (Reisinger and Turner 1999; Mackenzie, 2001; Ko and Stewart, 2002; Lee, 2009; Hallack et al., 2012; Nunkoo et al., 2013; Ramkissoon et al., 2013; Chen and Tung, 2014).

The review of consumer behaviour research articles by Baumgartner and Homburg (1996) and Nunkoo et al. (2013), provided examples of inappropriate applications of SEM, including sample size, the reporting of fit indices, data screening and testing of structural models which have been acknowledged in the development of this methodology.

A structural equation model consists of a measurement model and a structural model (Schumacker and Lomax, 2004). The measurement model, or factor model, specifies the relationships among measured (observed) variables underlying the latent variables. The structural model specifies the relationships among the latent variables based upon theoretical considerations. A one-step approach can be used, simultaneously testing both the measurement and the structural models in one analysis but several researchers have reported limitations, including misspecification as a result (Anderson and Gerbing, 1988).

Further discussion of model specification and model fit criteria is conducted in Chapter 8 with the analysis of findings, because the approach was contingent upon the themes emerging from the results.

There is little agreement between researchers about the optimum sample size for SEM analyses, an issue discussed by Bagozzi and Yi (2012). Some researchers argue that SEM analysis based on samples of less than 200 are not sufficient to build robust conclusions unless, in some circumstances where the population is small (Barrett, 2007). Other researchers recommend significantly smaller samples, for instance Iacobucci, (2010) suggests that sample sizes of 50 are acceptable and that a rule of thumb sample size of 200 is too simplistic. Bentler (2007) recommends a sample size of 5 to 10 participants per parameter while Kline (1998) suggests 10-20 participants per parameter.

Samples that are too large may cause poor model fit but if the model is complex with many variables then a large sample is appropriate (Byrne, 2009). The proposed model for this research is a complex of latent variables acting upon another hypothetical latent variable which in turn may influence the intention to visit or not to visit a countryside location and therefore a large sample (2500) is appropriate for this study.

5.7.11 Ethical considerations

Respondents received a short briefing introducing the organisation (Bournemouth University) the purpose of the research (academic research) and the aims regarding countryside leisure behaviour. The questionnaire was offered for a brief inspection and the time required to complete it was explained. Respondents could withdraw at this stage and advised that they were not obliged to answer questions if they did not want to and could terminate the interview at any time. Participants were shown an information sheet before the interview which explained how the data that they provided would be processed and analysed. They were also given the option of a card with the contact details

of the researcher if they required further information. The sheet also described the approximate length of the interview. This approach conforms to the guidance issued by the Institute of Health and Community Studies at Bournemouth University (Institute of Health and Community Studies, 2001) which has been developed into University- wide guidance.

Respondents names were not recorded and only limited personal details were collected. Individuals could not be identified but post code data was collected that could narrow identification to a limited number of addresses. All questionnaires were returned to the University and kept in a secure archive room to be destroyed within three years of the completion of the research.

No minors or vulnerable people were included in the survey population, no Bournemouth University students were knowingly interviewed and none of the questions were considered sensitive.

5.7.12 Health and safety issues

The field work agency (Infocorp, London) had its own safety and risk assessment procedures which were acknowledged as part of the procurement process. The location of the interviews was agreed with the field work agency and local advice was sought for the best locations to meet the criteria described previously to ensure the safety of the interviewer and a suitable population pool from which to recruit respondents. A good working relationship was established from the outset with any issues transferred from the fieldwork interviewers to the fieldwork agency that provided regular updates or requests for advice,

5.7.13 Limitations

The limitations imposed by the length of the questionnaire and the use of face-to-face interviewing have been previously discussed. As the sample frame was

quite broad-based on age, gender, socio-economic status, the final choice of respondents was contingent upon random selection and post-stratification of the sample. To mitigate the effects of bias the locations were chosen to include local, resident populations providing the viewpoint of countryside leisure from the perspective of those resident in urban areas. Respondents living in rural areas were not excluded from the survey because their attitudes were also important, people resident in the countryside do not necessarily want to engage in rural leisure pursuits but the urban bias was important to the study.

The interviews conducted by the author acted as a control mechanism to assess feedback and returns from the interviewers. The surveys were conducted in each of the locations described plus 150 in York in order to trial an alternative location to improve response rates.

5.8 Summary

This chapter has explained the research design for the achievement of the objectives described in chapter one. A post-positivist approach is adopted where some of the assumptions of scientific enquiry are relaxed in order to achieve the stated objectives. The research was developed through two stages, a pilot survey to test the effectiveness of the survey questions and data collection methods, followed by the main, face to face survey to achieve a sample of at least 2500 respondents from six urban interview locations in England.

The data collected was screened to ensure the appropriateness of the sample and to ensure that it was sufficiently robust to facilitate the use of statistical techniques, such as regression, cluster and factor analysis and structural equation modelling.

The following three chapters present the findings from the main survey. Chapter 6 provides the analysis of the overall results and the reliability of the data, Chapter 7 explores the statistical evidence for a relationship between countryside visit behaviour and socialization and Chapter 8 discusses the findings from three alternative structural equation models measuring the correlations between influences upon countryside visit behaviour.

Chapter 6 The questionnaire and sample.

6.1 Introduction

In order to measure the relationship between socializing influences, media, normative control factors and beliefs about countryside leisure behaviour, a questionnaire was designed and tested with a pilot survey. The feedback and analysis from the pilot survey led to the construction of a questionnaire used in the conduct of a final survey, in various locations in England. The data obtained from the survey was then analysed for reliability and the adequacy of the sample assessed for the development of predictive model.

6.2 The Questionnaire Survey

6.2.1 Questionnaire design

The questionnaire (Appendix 3) was constructed to obtain demographic, attitudinal and behavioural data. The research seeks to understand the relationship between socialization, media exposure and attitudes towards the intention to visit and engagement in activities in the countryside. It would be problematic to identify socialization and the media as direct *causes* of behaviour or intention to behave in a particular way toward the countryside. Tracz (1992) has suggested the following conditions for cause and effect to be inferred, that X causes Y:

1. Temporal order - that X precedes Y in time.
2. Existence of covariance or correlation between X and Y.
3. Control for other causes that may influence Y.

While the first two conditions can reasonably be calculated, the third, particularly in a social science context, where there are many interrelated influences, may be difficult to estimate and therefore correlation rather than causation is the principal aim.

Using logistical regression analysis and structural equation modelling the intention is to demonstrate the predictive capacity, through the strength of correlation, of the constructs in the model, with reference to the amount of influence that each construct has on the endogenous variable.

6.2.2 The pilot survey- draft questionnaire review

Feedback from respondents participating in the pilot survey (Appendix 2) identified key areas that should be addressed in the final questionnaire (Appendix 3).

The media questions (q32 on the pilot questionnaire) were modified to the final version described below after receiving feedback from respondents about meaning.

- 'Items in the press or on T.V. have helped me to understand and enjoy my visits to the countryside in the UK'
- 'It is interesting to read or see a programme about somewhere that I have visited or about to visit.'
- 'In films and T.V. programmes the countryside can provide real atmosphere to a story.'
- 'I can think of an occasion when I have read something or watched a T.V programme that has encouraged me to make a trip to the country for a walk or some other activity.'

A question 'Watching programmes about the countryside & nature' was introduced into the question on media exposure.

The question measuring the influence of parents, carers and early socialization was extended to include reference to children's stories.

An additional question was included (Q33 on the final questionnaire, Appendix 3) to measure the influence of television or press on visit behaviour.

6.2.3 Construction of the final questionnaire

The final questionnaire (Appendix 3) was constructed to include the following sections.

a. About the respondent

The section about the respondent, in addition to basic demographic information, age, occupation/qualifications (dimensions of socio-economic group), ethnicity, postcode, also sought to capture data that may influence countryside visit behaviour, such as membership of groups and associations with countryside interests, dog ownership and proximity of country areas to home.

b. Countryside leisure behaviour

Behaviour with regard to the countryside was measured by frequency of visit, recently visited location types and the typical visit group composition. Other key dimensions of behaviour included the distance travelled from home in relation to a place regularly visited by the respondent, the distance walked and time spent at the location.

c. Socializing influences – family, friends and education

Respondents were not asked directly how family and education had influenced them. During the pilot, respondents had difficulty evaluating this influence and

the question was reworded to obtain their relative agreement on the extent to which parents and friends were interested in countryside based activities, whether family/ carers encouraged interest and their own interest in countryside topics at school. Respondents were able to recall and respond to these issues with relative ease.

d. Media influence

Results from the pilot survey indicated that respondents were able to recall media influences and indicate their agreement or disagreement with statements on this topic. The current influences of media were investigated, including readership of newspapers, the length of time watching television, using the Internet generally and specifically asking questions about whether the content involved countryside topics.

e. Countryside preferences and type of countryside visited

Hall and Page (2014) suggested that 'the countryside,' as a leisure context, is a broad and loosely defined concept for most people. Most explanations by respondents embraced conventional understanding such as rural areas with little evidence of contemporary buildings or infrastructure and with variable components of farmland, woods, rivers and hills. However, there appeared to be a more comprehensive and complex understanding of countryside in which 'the coast' represented a separate category by respondents, which was not necessarily included in the definition of countryside and historic towns and villages were seen as components of countryside or locations that provided easy access to it

Visits to historic houses and parkland were also loosely categorised, with some respondents including this type of location within the definition of 'a trip to the

countryside' because it often involved a drive through open country, often with intermittent stops *en route* in the countryside. There was also a consistent view that a trip to an historic house, particularly one in the respondent's local area, was actually a visit to the gardens, grounds and parkland with only rare excursions into the historic buildings. The natural environment is often the focus with this type of location, with the added attraction of convenient access to visitor facilities.

Ancient and historic sites also represented a category of visit often associated with the respondent's definition of countryside. For instance, trips to Avebury, Stonehenge or Glastonbury Tor were often cited as specific locations, with iconic status within the definition of countryside.

During the pilot study various types of short references and labels were used in order to clarify the countryside categories in order that respondents could discriminate between them. The final group represented a manageable list that covered the main categories of countryside location discussed by respondents. The categories included on the questionnaire were:

- Gardens, grounds and parkland of a historic house
- The countryside for a leisure visit
- Country town or village for a leisure trip
- The coast including coastal towns
- Ancient/historic site in the countryside

'The countryside for a leisure visit' (Q16b) captures most definitions, allowing the broadest interpretation of countryside and the presence of the other categories encourages the respondent to consider other types of leisure trip which involves visits to the countryside.

One question was included in order to investigate the extent to which there is evidence that interest in outdoor activities and history, arts and culture are possibly linked in a more comprehensive psychological construct that fuses culture, history and countryside rather than existing as separate interest categories.

f. The role of media, socialization and beliefs about countryside leisure

The focus of this study is the attitude towards leisure countryside visits represented by two questions 'How likely or unlikely are you to visit the countryside for any type of leisure activity, like going for a walk, in the next month?' Please tick one box only (5 point scale Very Likely – Very Unlikely) and 'Approximately how frequently have you visited any of the following in the past 12 months?' Please tick one box – 'The countryside for a leisure visit, a choice of 7 categories from 'Not at all' to 'Several times a week'. The question that explores intention to visit expresses the cognitive and affective dimensions of attitude, the question that measures behaviour expresses the conative dimension of attitude (Eagly and Chaiken, 1993).

The dimensions of attitudes toward visiting the countryside were identified from the review of literature discussed in chapter 4 and previous qualitative research (Calver 2017), which included heritage, topography, sense of place, physical exercise, family and social, convenience, nature, media influence and socialization.

A multi-item approach was adopted for each dimension to be measured; such an approach compensates for any limitations inherent in individual measures (Eagly and Chaiken, 1993) and has been used in a number of tourism related studies such as those conducted by Hallack et al. (2012) and Ko and Stewart

(2002). Respondents were asked to indicate the extent of agreement or disagreement on a 5 point Likert scale where 1=Strongly Agree and 5=Strongly Disagree.

- Influence of media was measured by 5 items (Q32a,b,c,d,e), influence of family and friends 6 items (Q31a,b,c,d,e,f)
- The characteristics of the countryside – features such as coast, rivers, woodland, hills and walks with vistas, 4 items (Q33b,f,o,p)
- Personal attachment and identification – the countryside as an extension of the individual, a sense of belonging and connection to it 3 items (Q33a,c,r)
- Learning and understanding – understanding personal and universal history, learning about nature and agriculture 4 items (Q33d,l,y,ab)
- Normative behaviour – the influence of family and friends on leisure behaviour in the countryside 3 items (Q33e,q,t)
- Exercise and wellbeing – types of activity undertaken for physical wellbeing 3 items (Q33g,j,v)
- Control factors – ease of access, parking, the weather 3 items (Q33i,s,u)
- Countryside protection – understanding the pressures upon the countryside for infrastructure, houses and energy needs 4 items (Q33m,n,w,x)
- Countryside aspirations – increasing engagement with the countryside, habitation, life-style and conservation 3 items (Q33k,z,aa)

Attitudes towards the countryside were defined by 28 items in Q33, which represent categories of response (cognitive, affective and conative) used to define the hypothetical construct of attitude.

Brown and Raymond (2007) used 11 dimensions in their research into the relationship between place attachment and landscape values. They identified six items to represent place identity and five items to represent place dependence. Previous studies (Kyle et al., 2004, Jorgensen and Stedman, 2006) had identified similar item banks for measuring different aspects of place attachment. Place attachment and landscape values are multi-dimensional paradigms, more elusive concepts than intention to engage in specific behaviour in the countryside which arguably requires fewer dimensions in order to investigate relevant concepts.

Several negative, reverse order questions were included in the belief items such as, *'There are always more interesting things to do with friends than visit the countryside.'* These questions help to reduce response bias by holding the respondents attention on the question content (Oppenheim, 1992).

Evaluation of personality, values and intelligence, described as possible background factors in Azjen's model (Azjen, 2005), have not been included in the study but social factors with the exception of religion and income have been included as central aspects of socialization.

The questionnaire has been designed to measure beliefs and develop the structure of an overall attitude about the countryside and the social and media influences perhaps mitigated by control and normative beliefs.

Attitudes - are defined by beliefs about the outcome or consequences of leisure behaviour in the countryside. The aim of the study is to assess the relative strength of media and other socializing influences upon beliefs about countryside leisure behaviour including intention and actual behaviour.

Normative beliefs – describe the extent an individual recognizes the norms (values) of the key referent groups, (friends, family, peers) (Ajzen and Fishbein, 1980). The questions included in the survey measure past evaluations of normative influence as well as present. The questionnaire did not include direct questions about the influence of others because of the complexity of distilling an answer on a single scale in a survey situation. Respondents were more able to give reliable answers to questions that recalled the level of interest and encouragement of others rather than trying to evaluate this influence. The relationship between the strength of likelihood of visiting the countryside (Q30) and the interest of others (Q31) would provide a better indication of the significance of socializing influences.

'My parents/carers were very interested in pursuing activities in the countryside'

'Friends at school were interested in the countryside'

'My family and friends are just not interested in going to the countryside'

'It is usually my friends or family that suggest and organise an activity in the countryside'.

These belief measures are correlated with the extent of countryside visiting to determine the degree of compliance or willingness to adopt the normative behaviour of the referent group.

Control beliefs – can provide a constraint on behaviour even though there is a positive attitude toward it and vice versa. For instance an individual may have a positive attitude toward visiting the countryside but believe that the weather has to be good to really enjoy the trip. Questions that measure these beliefs include:

'The weather has to be good for me to visit the countryside'

'I will visit the countryside if it is an easy drive from home and I can park easily'

The following overview (Table 6-1) provides a summary of the objectives to be addressed by the questionnaire and the type of analysis to be undertaken subsequently.

Table 6-1 Overview of research objectives, questionnaire design and analysis

Objective	Relevant part of the questionnaire	Analysis
Evaluate the relationship between mass media and socialization, control and normative influences.	Q31 Belief statements, family, education and countryside leisure. Q32 Media Influences and countryside leisure	Logistic regression, structural equation modelling
Evaluate how mass media and other forms of socialization influence countryside leisure behaviour	Media and social influences and demographics	Logistic regression analysis
Explore the extent to which mass media as a socializing influence, has a discreet effect on countryside leisure behaviour.	Belief statements Q 33, media and social influences Qs31 and 32.	Cluster analysis, logistic regression analysis
Appraise the different patterns of visit behaviour amongst countryside visitors and the evidence for socializing affects that may cause these diference.	Media, social influences, beliefs about the countryside Qs 31, 32,33	Logistic regression, structural equation modelling
Develop a predictive model describing the relationship between socializing factors, normative and control variables and countryside leisure behaviour.	Media and social influences and beliefs	Structural equation modelling.

6.3 Reliability analysis

Reliability analysis was conducted to evaluate the extent to which individual items and sets of items on the questionnaire produce results consistent with the overall questionnaire. This procedure is particularly important when using factor analysis as the underlying constructs are sensitive to inconsistencies in the data and may produce erroneous factors as a result (Tabachnick and Fidell, 2001). A value of 0.7 - 0.8 is considered an acceptable value for Cronbach's Alpha, to indicate that the scales are reliable (Field, 2005). However, some researchers have suggested that reliability scores can depend upon the number of items on the scale (Cortina, 1993).

A large number of items may result in an acceptable score even though the scales are unreliable. In order to avoid this problem, items were separated into sub-groups of the main themes of the questionnaire and Cronbach's Alpha calculated for each sub group. A score was also conducted for each belief item categorized by response, cognitive, affective and conative, reversing the scores for the negatively worded items to ensure that reliability was being tested in the appropriate direction.

The analysis for each category was conducted to include the option 'scale if item deleted' in order to provide a score for each item and its effect on the overall reliability of the questionnaire.

The reliability statistics, group and item scores, for the scales measuring the effect of family, friends, carers and early media exposure are described in Appendix 4. Scores for each item should be around 0.8 or higher and the reliability analysis indicated that none of the item scores fell below this level.

The results illustrate that the scales for family and social influences, media

influences, cognitive, affective and conative beliefs all had high reliabilities, (Cronbach's alpha).

6.4 The sample

Analysis is conducted on the final sample of 2775 respondents from the survey conducted during 2011 and 2012, in order to provide an overview of the results. The samples from the survey locations used in the study are described below (Table 6-2). Regional variation in, intention to visit the countryside, was not a feature of the research; the different locations were chosen to obtain a wider perspective on the topic and to avoid any possible bias from relying on a sample drawn entirely from the South West UK where tourism marketing may have a distorting effect on the data. The results indicated a smaller percentage of respondents indicating that they 'definitely would visit' in Birmingham and Bristol, the two large cities in the sampling locations compared to the other locations. Otherwise the results were broadly similar.

Table 6-2 Sample populations from survey locations

Location	Number of respondents
Birmingham	604
Bristol	185
Exeter	634
Colchester	375
Nottingham	522
Bournemouth	455
TOTAL	2775

The data from the survey was analysed using SPSS v 22 and AMOS v 22.

6.5 Frequencies

Frequencies of all variables in the dataset were analysed in order to describe the characteristics of the sample and to determine whether any of the variables contain irrelevant or anomalous data. The frequency tables with means and standard deviations are contained in Appendix 5, providing an overview of the dataset. The survey was intended to provide evidence for the relative influence of mass media on countryside leisure behaviour, for this purpose the sample did not have to be exactly representative of the UK population. Random selection to avoid bias was considered a greater priority, however, because some groups, such as 16-24 year olds were under-represented, quota sampling was introduced to overcome this at a later stage of the survey.

The following discussion of the sample compares key demographics against the UK population only as a measure of proportionality.

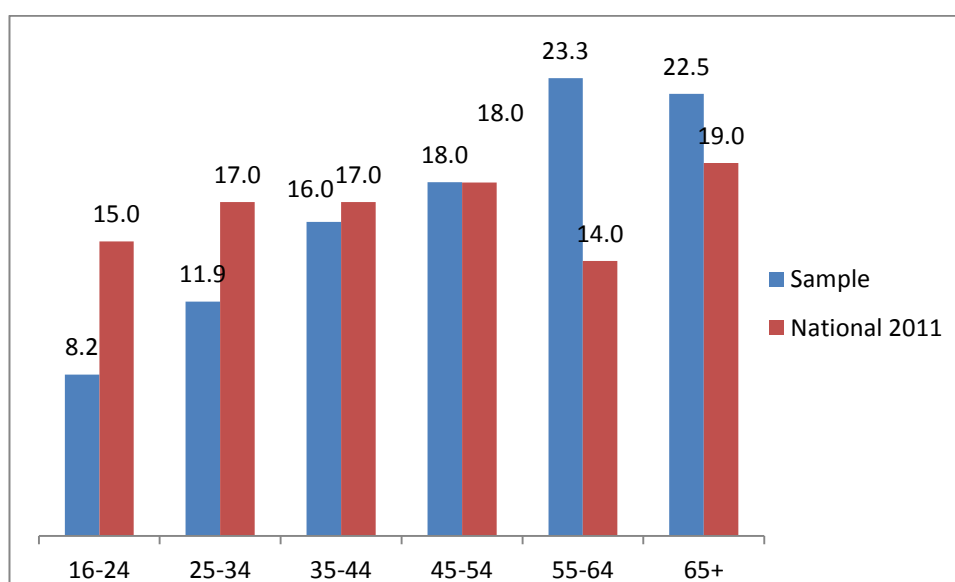
Following analysis of key demographic variables in the data, the relationship between, age gender and socio economic grouping and the intention to visit the countryside is examined.

6.5.1 Age and gender

The percentage of women in the sample was 68% compared to the UK population 51% and men 32% compared to 49% men in the UK population (ONS, 2011).

The age of respondents ranged from 16 to over 65 years of age. There is also a higher percentage of older respondents in the sample (Table 6-3) compared to the UK population. The majority of the sample described themselves as 'white' (96.5%).

Table 6-3 Representation by age - sample and UK population (ONS) %



n = 2775

6.5.2 Social Grade

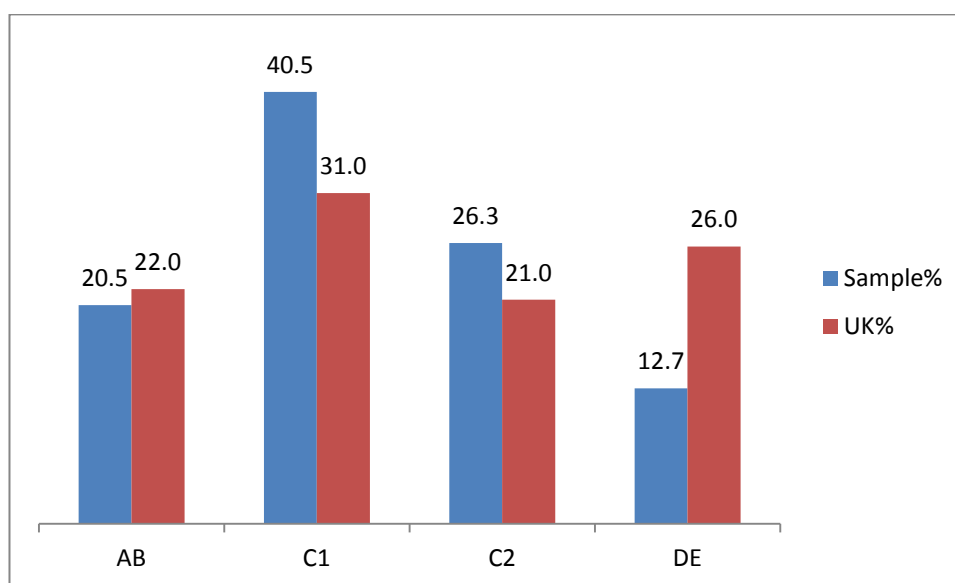
An estimation of the sample social grade composition was calculated by categorising the occupations from Q 15 using the occupational coding developed by the National Readership Survey and now managed by the Market Research Society (Market Research Society, 2006b) and the qualifications from Q 13. Comparisons were made with the Office of National Statistics 2011 data.

The approximated Social Grade with its six categories A, B, C1, C2, D and E is a socio-economic classification produced by the Office of National Statistics (ONS, 2001) by applying an algorithm developed by the Market Research, Social Census & Geodemographics Group. The descriptions of each socio economic grade are described in Appendix 1.5 and the comparison of the socio economic grades represented in the UK population and the sample population are described below (Table 6-4).

Groups DE are not as evident in the sample compared to the national average and groups C1 and C2 have a higher representation in the sample compared to the whole UK population. The AB group in the sample approximates to the

national average. All socio economic groups are sufficiently represented in the data-set for the purposes of this research.

Table 6-4 Social grades - sample and UK population (ONS) %

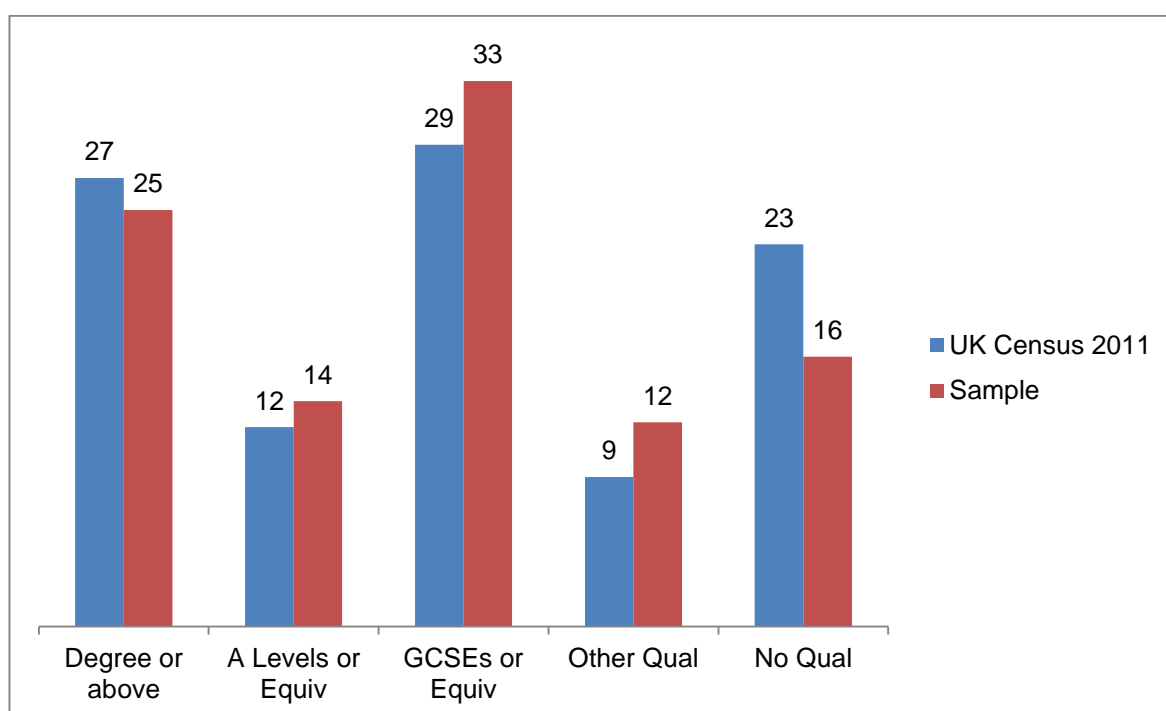


n= 2775

6.5.3 Academic attainment

There was a wide range of academic attainment in the sample, ranging from 16% of respondents indicating that they had no formal qualifications and 9.5% indicating that they had achieved higher degrees as shown in the table (Table 6-5). A significant percentage of respondents (24%) indicated that they had studied for a qualification (at any level) which required knowledge of the countryside. The range of academic attainment in the data-set is sufficiently representative for the purposes of this research.

Table 6-5 The highest qualification achieved %



n =:2775

6.5.4 Children living at home

In order to provide context for responses to some of the attitude questions regarding the level of conformity or influence of family and friends on countryside visit behaviour respondents were asked if they had children under 11 years or 11-16 years living at home. The results indicated that 17.6% of the sample had children under 11 years old and 13.5% 11-16 years living at home.

6.5.5 Commitment to countryside leisure

The results suggest that the sample contains a relatively high proportion of respondents with a commitment to actively engage with organisations involved with the countryside. The percentage of respondents indicating that they were a member of club or group that regularly visits the countryside for a leisure trip, for some activity for example rambling; painting or photography was 14% of the sample. The percentage of respondents paying a subscription to a conservation

or environmental organisation such as the National Trust, or RSPB was 30% of the sample.

6.5.6 Dog owners

Dog owners represent 21.7% of the sample population. A random sample of 2980 households in the UK in 2007 conducted by the British Veterinary Association indicated that 26 per cent and 31 per cent of households owned cats and dogs, respectively (Murray et al., 2010).

6.6 Analysis of countryside visits

The sample obtained from the survey appears to have some imbalance towards older, white, middle class representation with a relatively higher involvement in countryside than the general population. This imbalance does not adversely affect the aim of the research to investigate the influence of media and socialization on leisure visit behaviour in the countryside. According to the Natural England (2013, 2016) data and the results of this survey, older, middle class people have a greater propensity to visit the countryside and their evaluation of influences is therefore valid. Other groups such as 16-24 are represented in sufficient numbers to provide scope for statistical analysis. Following assessment of the sample, an analysis of countryside leisure visits is discussed in the sections that follow.

6.6.1 Visits to the countryside

Respondents could indicate the frequency of their visits in each countryside category but were asked not to include the same trips in different categories and to choose on the basis of the final destination and the main purpose of their visit. A trip to parkland passing through a small country village, including a drive and stop in the countryside would be recorded as a visit to 'Gardens, grounds

and parkland.’ ‘The countryside for a leisure visit’ represents the most frequently visited category as a primary destination; it is also the most relevant to this study as the most conventional definition of countryside.

The other categories are important because respondents have varying definitions of countryside and motivation to visit; sub categories may differ or be affected by different control factors. For instance, a trip to an historic village in the countryside may be motivated more by interest in retail opportunities, catering or visitor attractions where the countryside becomes an important back-drop but not the main purpose of the visit. Country parks may be included in the visitor definition of countryside but they may have seasonal opening, admission charges and special events which affect visitation and visitor groups in a significantly different way to more conventional definitions of the countryside. The countryside categories used in Q16 provide a broader understanding of leisure behaviour in the countryside, for instance, to evaluate the antecedents for visiting these categories and to filter other definitions of countryside which may radically alter understanding of predispositions and socialization towards the countryside.

The results (Table 6-6) indicate that ‘the countryside’ and ‘the coast’ have the highest level of visitation during the previous 12 months and the lowest levels of non-visitation. The gardens and grounds of parkland may be subject to seasonal opening and admission charges and ancient/historic sites possibly represent minority interests unless the location provides convenient and close access to home. For analytical purposes, involving actual behaviour regarding the countryside ‘the countryside for a leisure visit’ category will be used in order to ensure clarity in the data because it reflects the least ambiguity.

Table 6-6 'Approximately how frequently have you visited any of the following in the past 12 months?' %

	Gardens, grounds or parkland	The countryside for a leisure visit	Country town or village	The coast	Ancient/historic site
Not at all	20.6	13.9	16.6	11.7	32.4
About once in 12 months	22.5	9.8	13.0	17.9	26.4
About once in 6 months	17.1	9.8	13.8	15.9	16.3
About once in 3 months	18.5	14.4	18.5	15.9	15.7
About once a month	13.1	21.5	22.0	19.0	7.4
About once a week	4.2	18.4	11.5	11.3	1.2
Several times a week	3.8	12.2	4.6	8.3	.6
Total	100.0	100.0	100.0	100.0	100.0

n= 2775

6.6.2 Arts, culture and countryside interests

Respondents were asked if they had an interest in History, Arts and Culture, Outdoor Activities, (respondents could choose both categories) or No Interest in Either (Table 6-7). The question was intended to identify whether interest in history, arts and culture represented a discreet and largely separate domain or whether there was a relationship in terms of countryside behaviour, between the two. Both interest categories can be pursued in urban or rural environments and there are many different competing alternatives for leisure time. However, the question is intended to provide an indication of whether countryside visitors represented a group with a singular commitment to countryside leisure or whether there are alternatives that may influence their behaviour under certain conditions such as, inclement weather, adverse traffic congestion, cost or

transport implications that may encourage urban-based populations to choose leisure alternatives nearer to home.

Table 6-7 Interest in History, Arts, Culture; Outdoor Activities; No interest in either.

	Yes %
History, Arts and Culture	59.6
Outdoor Activities	68.0
No Interest in Either	16.1

A Pearson chi Square test (χ^2) of those who had indicated only 'History, arts and culture,' 'Outdoor activities' or 'No interest in either' was conducted in order to identify the relationship between these interests and actual visits and intended visits to the countryside. The results indicate a positive and significant association between interest in history, arts and culture, outdoor activities, no interest in either and the intention to visit and actual visits to the countryside. The patterns of response for both interest groups are similar suggesting that they do not represent separate domains of interest. The two interest groups are also significantly different in their countryside visit behaviour than those indicating that they have no interest in either. Tables 6-8 and 6-9 illustrate that groups with an interest in history, arts and culture and outdoor activities, demonstrate higher levels of intention and actual visits compared to those without interest in either.

Table 6-8 Significance of relationship between arts, history, culture, outdoor activities and actual visits to countryside %.

	The countryside for a leisure visit						
	Not at all	About once in 12 months	About once in 6 months	About once in 3 months	About once a month	About once a week	Several times a week
History, arts and culture	6.1	7.0	9.8	15.7	25.1	22.5	13.7
Outdoor activities	5.3	6.2	8.2%	15.0	25.0	24.1	16.2
No interest in either	47.3	20.5	11.3%	6.8	7.0	3.5	3.8

($\chi^2 = 245.3$, df=6, p=.000) ($\chi^2 = 189.6$, df=4, p=.000) ($\chi^2 = 544.6$, df=6, p=.000)

Table 6-9 Significance of relationship between arts, history, culture, outdoor activities and intended visits to the countryside%.

	Intention to visit				
	Definitely will not visit	Probably will not visit	Not sure	Probably will visit	Definitely will visit
History, arts and culture	1.4	4.4	13.5	25.4	55.3
Outdoor activities	.8	3.8	11.6	25.6	58.2
No interest in either	12.0	27.6	30.1	20.4	9.9

($\chi^2 = 544.6$, df=6, p=.000) ($\chi^2 = 485.7$, df=4, p=.000) ($\chi^2 = 619.4$, df=6, p=.000)

A further analysis to test the association between those respondents expressing an interest in history, arts, culture and outdoor activities and the belief statement *'the countryside is part of my personal cultural heritage,'* demonstrates a strong positive, significant ($p < .001$) association (strongly agree), whereas those without interest in either (history, arts, culture and outdoor activities) demonstrated a strong negative, ($p < .001$) significant association (strongly

disagree). The results suggest that interest and engagement with countryside is part of a broader construct which also includes interest in history, arts and culture (Appendix 7). Leisure visitors to the countryside are therefore, not a discreet group with exclusive interests. The leisure alternatives from which they choose include interests which can be located in urban areas.

6.6.3 Relationship of intention to visit and actual visits to the countryside

The intended visits reported by respondents in Question 30 (Table 6-10) approximately correspond with the actual visits described in Question 16 (Table 6-11). Forty six per cent (46%) of respondents to the latter question indicated that they definitely will visit the countryside for a leisure visit during the next month. Actual visits at least once a month and more (the first three categories) were recorded by 49% of respondents.

Table 6-10 Intention to visit the countryside %

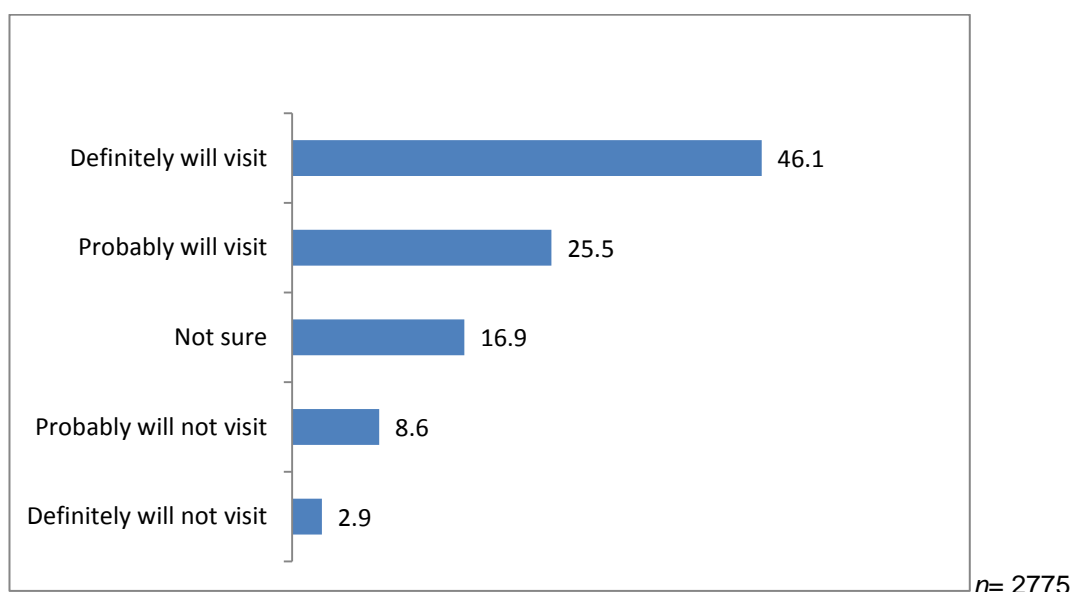
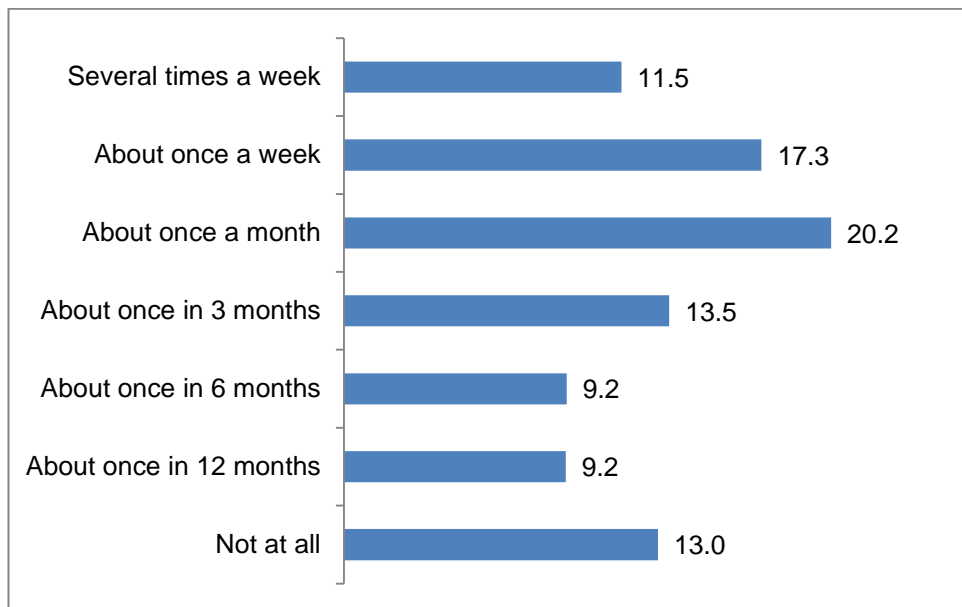


Table 6-11 Frequency of visits to the countryside %



$n = 2775$

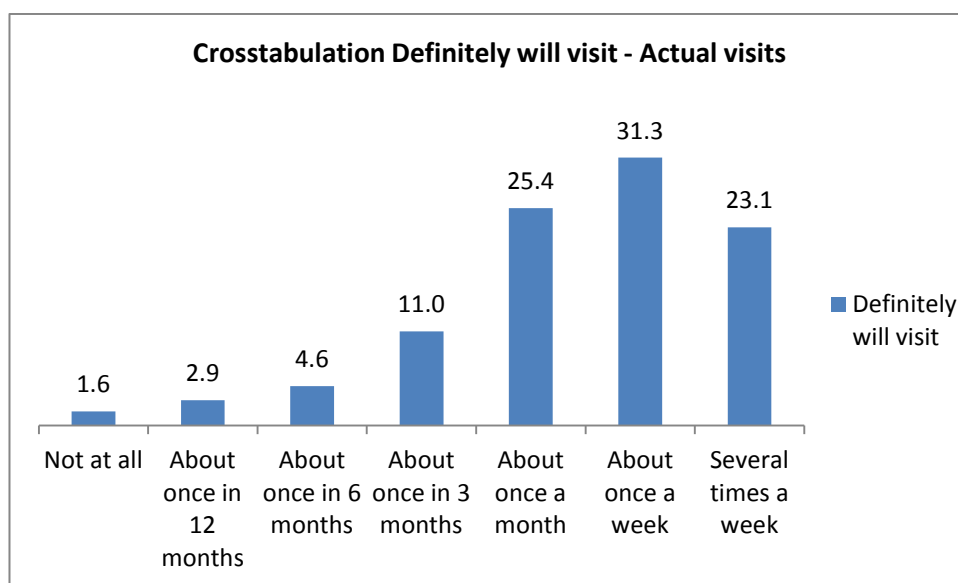
A positive relationship between the intention to visit and actual visits measured in two different questions is important because it helps to confirm the accuracy of the response and perhaps of greater significance it provides support for Ajzen's contention in the theory of planned behaviour (Ajzen, 2005) that intention represents a relatively stable condition based upon beliefs about behavioural outcomes and approximates to actual behaviour.

A chi square test (χ^2) was conducted to assess the significance of the relationship between intention and actual behaviour and to determine if there was a positive association between the two variables. This was followed by a regression analysis to determine whether actual behaviour as reported by the respondent could be predicted from intentions to visit.

A chi square test (χ^2) of actual visits to the countryside and intention to visit the countryside was conducted (Table 6-12). The Chi Square test confirmed a significant association between intention to visit and actual countryside visit behaviour. The results indicated that 80% of respondents who intended to visit

the countryside during the next month recorded visits to the countryside, at least once a month during the past 12 months. The cross tabulation suggests a relatively high degree of consistency between intention to visit and actual visit behaviour.

Table 6-12 Association and significance of relationship between intended and actual visits %



($\chi^2 = 1457$, df =6, p=.000)

6.6.4 Predictive relationship of intention to visit the countryside and actual countryside visits.

In order to determine the extent to which actual countryside visit behaviour (Q16b) can be predicted from intended visit behaviour (Q30) logistical regression analysis was applied. The question '*How strong is your intention to visit the countryside for some type of leisure activity during the next month....*', is the independent variable in the analysis. The question '*Approximately how frequently have you visited any of the following during the past 12 months – The countryside for a leisure trip,*' is the dependent, dichotomous variable in the analysis (Table 6-13).

The two scale positions, 'Not at all' and 'About once in 12 months,' were classified as 'Did not visit' and the other 5 categories of increasing visitation were classified as 'Did visit.'

Table 6-13 Dependent and independent variables used in the logistical regression model.

Variable	Label	Level
Q16b Dependent Variable	Frequency of visits to the countryside for a leisure trip during the past 12months	Did Visit Did not visit
Q30 Independent Variable	Intention to visit the countryside for a leisure activity	Definitely will not visit Probably will not visit Not sure Probably will visit Definitely will visit

The results of the analysis from the classification table, indicates 'Intention to visit' correctly predicts actual visits in 89% (Table 6-14) of cases and the Wald statistic is significantly different from zero (Table 6-15). Hence, it can be assumed that the predictor is making a significant contribution to the prediction of the outcome.

Table 6-14 Classification table - intention predicting actual behaviour 'countryvis3'

Classification Table ^a					
	Observed		Predicted		
			countryvis3		Percentage
			1.00	2.00	Correct
Step 1	countryvis3	1.00	170	161	51.4
		2.00	110	2028	94.9
	Overall Percentage				89.0

a. The cut value is .500

Table 6-15 Measure of significance - the Wald statistic, intention predicting behaviour

	B	S.E.	Wald	df	Sig.	Exp(B)
Step 1 ^a q30a	1.420	.069	419.028	1	.000	4.136

a. Variable(s) entered on step 1: q30a. method Enter

b. Nagelkerke R square .421

The results indicate a good measure of consistency in the two results and an accurate reflection of countryside visit behaviour, providing a robust platform for further analysis of the influences that guide this behaviour.

The relationship between intention and behaviour is a central consideration in Azjen's theory of planned behaviour where a course of action is underpinned by an attitude and its attendant beliefs towards the intention to behave in a particular way.

The idea that behaviour is mainly planned rather than a series of spontaneous acts as a response to stimuli, suggests that beliefs formed by background factors such as family upbringing, education and media play an important role in forming attitudes. The strong predictive relationship demonstrated between intention to visit the countryside and actual visits indicates the existence of enduring attitudes and beliefs about the countryside possibly derived from socialization processes.

6.6.5 Socio-economic factors and countryside visit behaviour

Analysis of the relationship between socio-economic factors and countryside visit behaviour confirms previous studies, including the findings from the longitudinal study of participation with the natural environment conducted by Natural England (2013, 2016). A series of tables describing the relationships identified from the survey data from this study is included in Appendix 6. The results of non-parametric tests (Chi-square, Mann-Whitney, Kruskal-Wallis) are also included where applicable. These tests provide a measure of the significance of the relationship between socio-economic variables and countryside visit behaviour.

Gender - behaviour and intention to visit the countryside

A cross tabulation of gender and behaviour suggested similar patterns of visitation for both males and females (Appendix 6). A Mann Whitney U test conducted on the two independent groups (male, female) (Appendix 6) indicated no statistically significant difference in either actual or intended behaviour

Age- behaviour and intention to visit the countryside

The cross tabulation of age and intention to visit indicated differences in countryside visit behaviour between age groups (Appendix 6) consistent with previous research. The Chi Square statistic ($p < .001$) confirmed a significant association between age and countryside visit behaviour and intended behaviour.

Younger age groups indicated less frequent (or none at all) visits to the countryside; visits became more frequent in each incrementally older group.

The difference in age groups was also evident from the cross tabulation of intention to visit, with younger groups indicating less intention to visit than older groups.

The results of a Kruskal-Wallis test indicated that there is a statistically significant difference between age groups for both actual visits to the countryside and intended visits to the countryside.

Socio economic group - behaviour and intention to visit the countryside

The cross tabulation of socio economic groups actual visits and intended visits indicated differences in countryside visit behaviour between groups. The Chi Square statistic confirmed a significant association between socio economic group and countryside visit behaviour (Appendix 6).

Socio economic groups D,E and C2 indicated less frequent (or none at all) visits to the countryside; visits became more frequent in A, B and C1 groups.

The results of a Kruskal-Wallis test indicated that there is a statistically significant difference between socio economic groups for both actual visits to the countryside and intended visits to the countryside.

Highest qualification achieved - behaviour and intention to visit the countryside

The cross tabulation of highest qualification achieved and actual visits to the countryside indicated differences in countryside visit behaviour between groups. The Chi Square statistic confirmed a significant association between academic achievement and countryside visit behaviour (Appendix 6).

Achievement groups with no qualifications and lower NVQs indicated less frequent (or none at all) visits to the countryside; visits became more frequent with all other achievement groups.

The cross tabulation of academic attainment and intention to visit the countryside indicated a pattern of responses for intention to visit similar to actual visit behaviour. Respondents with no qualifications or lower NVQs indicated less intention to visit than the higher levels of attainment.

The results of a Kruskal-Wallis test indicated that there is a statistically significant difference between achievement groups for both actual visits to the countryside and intended visits to the countryside.

Ethnicity - behaviour and intention to visit the countryside

The sample of ethnic minority groups in the dataset is relatively small and cross tabulations across all ethnic groups described in the questionnaire results in a violation of minimum expected cell frequencies, 46 cells had counts less than five. Ethnicity was not a feature of the research aims, although its influence does represent an evolving aspect of cultural life in the UK with particular implications for the natural environment (Johnson et al., 2004; Jay et al., 2012; Neal, 2016), (Appendix 6).

6.7 Sample Summary

The sample provides a robust dataset for the analysis of the relationships between the media and other socializing influences on countryside visit behaviour. The sample size and composition also meets the criteria for the development of the predictive models discussed in Chapter 8. The samples obtained from the different parts of England provide a broad representation of the population away from the more tourism focused South West region. The socio-demographic composition of the sample is broadly representative of the U.K. population; although the sample does have a disproportionate percentage of females and older, over 35 year olds, compared to the national population.

However, female visitors do not display significantly different countryside leisure patterns than male visitors; therefore this anomaly is not significant. Younger visitors, under 35 years of old, do display notably different patterns of countryside leisure behaviour but while the percentage in the sample is below the national level, the sub sample is sufficiently robust for the analytical purposes of this research.

The sample provides the necessary composition and structure to facilitate the detailed analysis that follows in subsequent chapters. These examine the role of media and other socializing influences, before developing a structural model which measures these relationships and their effect on countryside visit behaviour.

Chapter 7 Analysis of influence – media, family, friends and education

The previous chapter examined some of the broader issues relating to the sample and dataset, including any variations in countryside visit behaviour due to demographic and other factors. This chapter will examine the evidence of influences upon countryside visits from media, family, friends and education, before analysing their predictive validity using logistic regression. Cluster analysis will also be applied to the data in order to determine whether there are sub-groups of countryside visitors displaying distinctive behaviour, or whether behaviour is relatively homogeneous across the sample population.

7.1 The evidence for parental influence on current visit behaviour

The data was analysed in order to explore the extent to which parents and carers currently engage with their children in countryside visits. Analysis of group composition (Q27, Appendix 3) for countryside visits and the presence of children living at home indicated that 45% of respondents with younger children under 11, (Table 7-1) had a much higher and significant ($p < .001$) incidence of visiting countryside with children, presumably their own, than households without children living at home, suggesting that currently countryside visits are an important part of the household leisure portfolio. Similarly respondents with children 11-16 years old living at home (Table 7-2) had a higher incidence and significance, ($p < .001$) of visiting the countryside with children but to a lesser extent (28%) than the households with under 11's, suggesting that leisure visits to the countryside with older children are still part of the leisure portfolio but to a lesser extent. This pattern of behaviour is consistent with the results from the wider literature which suggests parental involvement with children's countryside

engagement waning with the onset of adolescence, a phenomenon discussed by several authors, (Brim and Wheeler, 1966; Arnett, 1995; Gronhoj and Thogersen, 2009).

Table 7-1 Visit group composition - children under 11 at home %

	Alone				
Under 11yrs at home	Never	Some times	Often	Almost always	Always
Yes	58.8	30.0	6.7	2.5	2.1
No	43.9	26.7	11.1	12.8	5.6
	With a group other than family				
Yes	35.9	46.0	10.5	3.0	4.6
No	38.8	41.2	9.6	5.1	5.3
	With friends & family				
Yes	2.9	18.2	26.4	26.7	25.7
No	2.6	25.0	20.5	19.1	32.9
	With children				
Yes	1.3	12.4	17.6	22.9	45.8
No	45.0	35.5	10.2	4.1	5.1

($\chi^2 = 36.96$, df=4, p=.000), ($\chi^2 = 3.95$, df=4, p=.412), ($\chi^2 = 18.5$, df=4, p=.001)
($\chi^2 = 18.5$, df=4, p=.000)

Table 7-2 Visit group composition - children 11-16 at home %

	Alone				
11-16 yrs at home	Never	Some times	Often	Almost always	Always
Yes	46.0	35.0	8.0	6.7	4.3
No	45.1	26.5	10.4	12.6	5.4
	With a group other than family				
Yes	40.8	47.8	7.6	1.9	1.9
No	39.1	41.0%	9.6	5.2	5.0
	With friends & family				
Yes	2.5	23.6	24.1	23.2	26.6
No	2.5	25.1	20.2	19.7	32.5
	With children				
Yes	5.8	26.5	22.8	16.9	28.0
No	44.1	34.4	9.3	5.5	6.7

($\chi^2 = 36.96$, df=4, p=.062), ($\chi^2 = 3.95$, df=4, p=.088), ($\chi^2 = 18.5$, df=4, p=.346)
($\chi^2 = 18.5$, df=4, p=.000)

An analysis was conducted in order to determine the extent to which households with children had significantly different visit patterns than those without, cross-tabulating 'Q10 Do you have children at home under 11yrs and/or 11-16 years' and 'Q6' which asks respondents if they have visited countryside or country location such as country towns during the past 12 months and if so how frequently (Table 7-3).

Respondents with children under 11 years of age living at home did not demonstrate any significant difference in the type of countryside visited, compared to respondents without children under 11 living at home. There was also no significant association $\chi^2 (p < .001)$ between households with children under 11 yrs and visits to the countryside. The one exception was in the 'visits to the coast' category where there was a significant association $\chi^2 (p < .001)$. The results may suggest that a trip to the coast is a more child-oriented excursion than trips to non-coastal countryside.

Table 7-3 Children under 11 at home and visits to country locations%

	Gardens, grounds or parkland of historic house						
Under 11yrs at home	Not at all	About once in 12 months	About once in 6 months	About once in 3 months	About once a month	About once a week	Several times a week
Yes	21.1	22.9	18.1	15.5	12.0	5.8	4.6
No	21.3	22.0	16.6	19.0	13.6	4.0	3.5
	The countryside for a leisure visit						
Yes	11.4	9.1	10.9	16.5	22.3	19.1	10.7
No	14.8	9.8	10.0	13.3	21.6	18.1	12.4
	Country town or village for a leisure trip						
Yes	16.5	13.2	13.9	18.2	22.2	10.9	5.0
No	17.0	12.8	13.9	17.8	22.5	11.6	4.5
	The coast including coastal towns						
Yes	5.8	20.5	15.6	15.3	21.6	11.6	9.5
No	13.2	16.7	15.9	16.2	18.5	11.5	8.1
	Ancient/historic site in the countryside						
Yes	33.1	28.6	14.8	14.3	7.3	1.	.5
No	32.7	25.4	16.8	16.0	7.7	1.2	.5

($\chi^2 = 7.63$, df=6, p=.266), ($\chi^2 = 6.95$, df=6, p=.324), ($\chi^2 = .458$, df=6, p=.998), ($\chi^2 = 21.83$, df=6, p=.000), ($\chi^2 = 3.02$, df=6, p=.807),

There was no significant difference between the behaviour of respondents who had children between 11-16 years old at home and those who did not (Table 7-4), except at the negative end of the frequency scale. There were a higher percentage of respondents with 11-16 year old children at home indicating that they either do not visit any of the category locations or visit infrequently.

The results did however indicate a significant association χ^2 ($p < .001$) between households with children 11-16 years of age and visits to the grounds of historic houses. The pattern of behaviour of those with and without 11-16 year olds at home is similar and there is no significant association χ^2 ($p < .001$) between households with 11-16 year olds at home and visits to 'the countryside' suggesting that the focus and possible diversions offered by the other locations may be a factor in the decision-making for leisure visits.

The results from the survey suggest a complex situation not evident in previous research. There is evidence that households with 11-16 year olds may be less disposed to visit countryside locations possibly because of the flexing of adolescent autonomy, consistent with research by Kuentzel and Heberlein (2008).

Table 7-4 Children 11-16 at home and visits to country locations %

11-16 yrs at home	Gardens, grounds or parkland of historic house						
	Not at all	About once in 12 months	About once in 6 months	About once in 3 months	About once a month	About once a week	Several times a week
Yes	27.4	26.4	19.1	14.7	7.0	2.7	2.7
No	20.6	21.9	16.6	19.6	13.9	3.9	3.4
11-16 yrs at home	The countryside for a leisure visit						
	Not at all	About once in 12 months	About once in 6 months	About once in 3 months	About once a month	About once a week	Several times a week
Yes	17.1	12.4	7.7	13.4	20.5	15.8	13.1
No	14.3	9.5	10.2	13.9	21.5	18.2	12.5
11-16 yrs at home	Country town or village for a leisure trip						
	Not at all	About once in 12 months	About once in 6 months	About once in 3 months	About once a month	About once a week	Several times a week
Yes	22.7	15.5	14.4	17.5	16.2	10.3	3.4
No	16.1	12.4	13.9	18.3	22.5	12.1	4.7
11-16 yrs at home	The coast including coastal towns						
	Not at all	About once in 12 months	About once in 6 months	About once in 3 months	About once a month	About once a week	Several times a week
Yes	12.7	24.3	14.0	14.7	17.7	7.7	9.0
No	12.4	16.9	15.8	16.2	18.7	11.9	8.0
11-16 yrs at home	Ancient/historic site in the countryside						
	Not at all	About once in 12 months	About once in 6 months	About once in 3 months	About once a month	About once a week	Several times a week
Yes	37.7	32.2	12.3	11.3	4.8	.7	1.0
No	32.0	26.1	16.5	16.3	7.5	1.3	.4

($\chi^2 = 22.85$, df =6, p=.001), ($\chi^2 = 6.3$, df=6, p=.387), ($\chi^2 = 14.5$, df=6, p=.025), ($\chi^2 = 13.6$, df=6, p=.034), ($\chi^2 = 18.2$, df=6, p=.006)

7.2 Media, family, friends and education, influences on visit behaviour

Before conducting predictive analysis, the data were analysed in order to determine if there were associations between the frequency of visits to types of countryside locations and the influence of family, friends and education (Q16 and Q 31). Secondly, the relationship between frequency of visits to types of countryside locations and media engagement was examined (Q16 and Q32).

Pearson's chi-square test was used to test significant associations χ^2 ($p < .001$) between agreement with the role of family, friends and education and the level of visitation at the various categories of countryside:

- Gardens, grounds or parkland of historic houses.
- The countryside
- Country towns and villages
- The coast
- Ancient site in the countryside

The pattern and frequency of visitation differs between the countryside categories as reported in Chapter 6 (Table 6-6). For instance, visits to the gardens, grounds or parkland of historic houses is notably less frequent than visits to other categories, probably due to external constraints such as seasonal and daily opening times and admission charges, which act as deterrent upon frequent visits. Events and other *ad hoc* activities may also influence visits to country and coastal towns and ancient sites.

7.3 Influence of family, friends and education

Sample size, means from the five point scales and standard deviations are given in (Table 7-5) for each statement. The results from the data comparing

the responses to the statements in the family, friends and education section of the questionnaire are summarised in (Table 7-6).

Table 7-5 Descriptive statistics - Family, friends and education - the socializing context

	N	Mean	Std. Deviation
My parents/carers were very interested in pursuing activities in the countryside	2591	3.21	1.225
Friends at school were interested in activities in the countryside	2576	2.92	1.052
At school I was always interested in most topics about the countryside.	2608	3.21	1.107
My parents/carers would always encourage me to take an interest in the countryside and nature.	2610	3.33	1.164
Children's stories always seemed to involve reference to the countryside or nature.	2581	3.24	.977
My interest in the countryside only developed when I was an adult.	2612	2.74	1.262
Valid N	2500		

From the data it appears that the highest level of agreement (Strongly agree and Agree) from the sample was with the *statement 'My parents/carers would always encourage me to take an interest in the countryside and nature,'* closely followed by agreement with the statement, *'My parents/carers were very interested in pursuing activities in the countryside.'* The former statement suggests active encouragement to take an interest while the latter implies a more passive role.

Table 7-6 Comparative scores for rating of socializing influences %

	Parents/carers were very interested	Friends at school were interested	Interested in most topics at school	Parents/ carers would always encourage me	Children's stories - references to countryside	Interest developed when I was an adult
Strongly disagree	11.3	10.6	8.4	8.9	5.6	19.1
Disagree	17.4	22.4	17.3	15.5	13.9	29.4
Neither agree or disagree	25.3	36.9	30.2	24.0	38.6	19.0
Agree	30.6	24.6	33.6	37.2	34.2	23.4
Strongly agree	15.3	5.4	10.6	14.5	7.7	9.2

The statement about the influence of children's stories, '*Children's stories always seemed to involve reference to the countryside or nature,*' was included in this section rather than the section with a media theme in order to frame the statement with others about family, friends and education placing it in the context of childhood and development.

Responses to the statement that suggests interest only developed during adulthood challenges the notion of earlier childhood influence on countryside.

The results indicate a difference in the way that interest in countryside develops, with approximately half of respondents indicating that they strongly disagreed or disagreed with this statement and over 30% agreeing or strongly agreeing, suggesting factors other than childhood socialization were influential in the development of countryside interest $\chi^2 (p < .001)$.

The following analysis examines the relationship between the responses to the questions about the influence of family, friends and school and the mean of the three highest 'frequency of visit' categories, ('About once a month,' 'About once

a week,' and 'Several times a week),' for the different types of countryside identified in the questionnaire.

The reliability of the scales was previously assessed during the questionnaire construction discussed in Chapter 6. The Cronbach's alpha test over all of the measures of influence was 0.872 and deleting one of the questions did not significantly improve the alpha score.

Each of the questions in the section measuring the involvement of friends, family and education in countryside socialization was analysed using chi-square evaluations in order to determine whether there was a relationship with levels of visitation at different countryside locations.

'My parents/carers were very interested in pursuing activities in the countryside.'

The role of parents and carers is a critical feature in the process of socialization towards the countryside (Brim and Wheeler, 1966; Bixler et al., 2002). The survey question asks the respondent to evaluate the interest of parents/carers in countryside activities rather than directly asking them about the influence they may have had on their own behaviour. From the pilot survey it was apparent that participants found it difficult to evaluate the influence of family, friends and peers but could recall the attitudes and interests of the latter.

The relationship between agreement with this statement and frequency of visits to the countryside locations was explored using χ^2 which indicated a positive association between these two variables χ^2 ($p < .001$). The Table 7-7 illustrates the relationship, averaging the three scale points indicating the highest level of visitation, (About once a month, About once a week and Several times a week).

As strength of agreement increases with the statement, the mean level of visitation across the three scale points increases for each category.

Table 7-7 Interest of parents and carers -Average of highest 3 scale points for location visits %

My parents/carers were very interested in pursuing activities in the countryside	The country..	Gardens, grounds	Country town	Coast	Ancient site
	Mean scale items 5-7	Mean scale items 5-7	Mean scale items 5-7	Mean scale items 5-7	Mean scale items 5-7
Strongly disagree	11.8	4.6	8.5	7.1	2.85
Disagree	13.1	5.3	8.5	9.7	2.43
Neither agree or disagree	15.9	7.0	10.9	12.6	2.90
Agree	20.7	8.2	15.8	15.4	3.44
Strongly agree	24.2	9.2	18.1	17.2	5.11

(χ^2 =375.6, df =24, p=.000)

'Friends at school were interested in activities in the countryside'

This item does not differentiate between friends at primary and secondary school. The friends and peer groups at secondary schools are likely to be more influential than those at primary schools; family influence is likely to be strongest during the latter period (Arnett, 1995). The question asks the respondent to evaluate the interest of friends in countryside activities rather than directly asking them about the influence friends and peers may have on their own behaviour.

The Pearson chi-square test is intended to determine whether there is a positive association between the respondent assessment of the interests and activities of friends and peers and the countryside visit behaviour of the respondent. The aggregate consideration of both periods of education by respondents indicates a positive association between these two variables χ^2 ($p < .001$), frequency of visitation at countryside locations and level of agreement regarding the interest and activities of friends at school (Table 7-8).

Table 7-8 Friends at school - Average of 3 highest scale points for location visits %

Friends at school were interested in activities in the countryside	The country..	Gardens, grounds	Country town	Coast	Ancient site
	Mean scale 5-7	Mean scale 5-7	Mean scale 5-7	Mean scale 5-7	Mean scale 5-7
Strongly disagree	10.5	5.6	7.5	7.1	2.78
Disagree	15.1	6.2	10.0	11.3	1.93
Neither agree or disagree	17.5	6.4	12.7	13.4	2.91
Agree	21.8	8.8	16.5	15.5	3.72
Strongly agree	24.1	9.8	18.5	17.0	5.33

($\chi^2 = 268.7$, df = 24, p = .000)

'At school I was always interested in most topics about the countryside'

This item deals directly with the interests of the respondent in the context of school and the curriculum both at a primary and secondary level. The interests could be expressed in more structured academic subjects such as geography or more general or informal interests surrounding topics and projects included in the school curriculum. The data indicates (Q14) that 24% of respondents had studied for a qualification, at any level that required knowledge of the countryside and that this group had a higher frequency of visits to the countryside for leisure activities than the 76% of respondents who indicated that they had not studied for academic qualifications with countryside content. For instance, the responses to the 'frequency of visits to the countryside' question indicates that 16.3% of respondents who had studied for a qualification that had countryside content visited 'several times a week' compared to 10.7% of the general population.

The results from Pearson chi square test indicates a positive association between frequency of visitation at countryside locations and level of agreement regarding the interest in topics about the countryside at school ($p < .001$). As strength of agreement increases so does the level of visitation (Table 7-9).

Table 7-9 Interest in countryside at school - Average of 3 highest scale points for location visits %

At school I was always interested in most topics about the countryside.	The country..	Gardens, grounds	Country town	Coast	Ancient site
	Mean scale 5-7	Mean scale 5-7	Mean scale 5-7	Mean scale 5-7	Mean scale 5-7
Strongly disagree	7.8	4.4	5.9	4.4	4.8
Disagree	12.4	5.9	7.5	9.6	2.4
Neither agree or disagree	15.7	5.9	11.5	12.5	2.1
Agree	22.4	8.5	16.6	15.9	3.7
Strongly agree	24.2	10.0	18.4	16.9	5.0

($\chi^2 = 507.13$, df = 24, p = .000)

'My parents/carers would always encourage me to take an interest in the countryside and nature.'

This item asks the respondent to evaluate the active encouragement that parents/carers offered to develop interest in the countryside and nature. While respondents found the evaluation of influence relatively difficult they could recall encouragement surrounding specific activities such as walking in the countryside, bird watching or picnics. The results of the Pearson chi square test indicates a positive association between frequency of visitation at countryside locations and the level of agreement regarding the active encouragement of parents/ carers to encourage the respondent to take an interest in the countryside and nature ($p < .001$). As strength of agreement increases so does the level of visitation (Table 7-10).

Table 7-10 Encouragement of parents/carers - Average of 3 highest scale points for location visits %

My parents/carers would always encourage me to take an interest in the countryside and nature.	The country..	Gardens, grounds	Country town	Coast	Ancient site
	Mean scale 5-7	Mean scale 5-7	Mean scale 5-7	Mean scale 5-7	Mean scale 5-7
Strongly disagree	9.4	5.2	6.9	5.8	3.4
Disagree	13.7	5.4	8.4	10.2	2.0
Neither agree or disagree	15.6	6.8	10.5	11.0	2.5
Agree	20.0	7.8	15.5	15.7	3.5
Strongly agree	23.8	8.8	17.6	16.5	4.0

($\chi^2 = 365.7$, df = 24, p = .000)

'Children's stories always seemed to involve reference to the countryside or nature.'

This item is ostensibly a media related topic but it has been included in the series of statements that relate to family, friends and education. The intention was to frame this item about exposure to popular culture within the context of family and education as a possible component of a cultural socialization construct (Kraaykamp, 2001; Hoffner et al., 2008). The series of questions that relate to media do so with only tangential reference to the wider social context. Without directly referring to this context the respondent may consider it from the immediately preceding items. The item does not explicitly ask the respondent to evaluate the influence of children's stories on their current attitudes and behaviour. The item asks them to recall non-specific references to the countryside in the stories, tests of association will then identify whether there is a relationship between agreement and countryside behaviour.

The results from the Pearson chi square test indicates a positive association between frequency of visitation at countryside locations and the level of

agreement regarding the references to the countryside and nature in children's stories χ^2 ($p < .001$). As strength of agreement increases so does the level of visitation (Table 7-11).

Table 7-11 Children's stories and countryside - Average of 3 highest scale points for location visits %

Children's stories always seemed to involve reference to the countryside or nature.	The country..	Gardens, grounds	Country town	Coast	Ancient site
	Mean scale 5-7	Mean scale 5-7	Mean scale 5-7	Mean scale 5-7	Mean scale 5-7
Strongly disagree	7.4	4.0	4.9	5.3	2.5
Disagree	15.1	6.8	11.3	11.6	2.8
Neither agree or disagree	17.6	6.1	12.2	13.0	3.0
Agree	19.4	8.4	14.1	14.1	3.5
Strongly agree	22.4	8.9	17.1	15.2	3.4

($\chi^2 = 316.5$, $df = 24$, $p = .000$)

'My interest in the countryside only developed when I was an adult'

This item was intended to introduce a relatively negative consideration, to maintain the interest and concentration of the respondent and help to identify the extent to which later influences effect countryside leisure behaviour compared to earlier influences. The status of 'adult' is defined by the respondent when considering their behaviour. The results indicate that those who strongly disagree with this statement have a higher likelihood of indicating high levels of visitation to the countryside for leisure purposes compared to those respondents who strongly agree. However, there is a substantial percentage of respondents who have indicated high levels of visitation and high levels of agreement with the statement, suggesting a possibly significant variation in the socialization and development processes that lead to countryside leisure behaviour.

The results from the Pearson chi square test indicates a positive association between frequency of visitation at countryside locations and the level of agreement regarding the development of interest in countryside leisure activities as an adult χ^2 ($p < .001$) (Table 7-12).

Table 7-12 Interest only developed when adult - Average of 3 highest scale points for location visits %

My interest in the countryside only developed when I was an adult.	The country..	Gardens, grounds	Country town	Coast	Ancient site
	Mean scale 5-7	Mean scale5-7	Mean scale 5-7	Mean scale5-7	Mean scale5-7
Strongly disagree	21.2	4.8	12.1	12.1	1.7
Disagree	17.3	4.4	8.4	11.1	0.9
Neither agree or disagree	8.9	2.4	5.6	6.0	0.6
Agree	12.4	3.2	5.6	8.8	0.3
Strongly agree	18.2	6.7	10.1	11.5	1.8

($\chi^2 = 274.4$, $df = 24$, $p = .000$)

7.4 The media and countryside leisure visits

Before considering the media variables for inclusion in a predictive model, analysis was conducted in order to determine if there was an association (χ^2) between the frequency of visits to types of countryside locations and agreement or disagreement with statements about the media (Q16 and Q 32) (Tabachnick and Fidell, 2001).

The summary table (Table 7-13) provides the sample size, mean of the five scale points and standard deviation for each item statement. The comparative results for the five belief statements strongly disagree to strongly agree are described (Table 7-14) and discussed in the following section.

Table 7-13 Descriptive statistics - Media influences

	N	Mean	Std. Deviation
Items in the press or on T.V. have helped me to understand and enjoy my visits to the countryside in the UK	2645	3.14	1.144
It is interesting to read or see a programme about somewhere that I have visited or about to visit.	2650	4.00	1.053
When I was growing up we regularly watched programmes about nature and the countryside at home.	2599	2.81	1.264
In films and TV programmes the countryside can provide real atmosphere to a story.	2637	3.72	1.044
I can think of occasions when I have read something or watched a TV programme that has encouraged me to make a trip to the country for a walk or some other activity.	2629	3.46	1.149
Valid N	2541		

Table 7-14 Comparative scores for rating media influences %

	Items in the press or on T.V. help me to understand	Interesting to read or see a programme about	When I was growing up we regularly watched programmes	Films and TV programmes the countryside provide atmosphere	Occasions when I have read something or watched a TV programme
Strongly disagree	11.1	4.3	20.0	4.3	7.3
Disagree	13.3	5.2	20.4	7.0	11.8
Neither agree or disagree	39.0	14.3	28.9	25.8	28.3
Agree	23.8	38.9	20.0	38.4	32.8
Strongly agree	12.8	37.3	10.7	24.5	19.8

The highest level of agreement related to the statement, *'It is interesting to read or see a programme about somewhere that I have visited or about to visit.'* The statement implies immediacy and a dynamic relationship where information provides support and interest in places visited or about to be visited. This is in contrast to the previous statement, *'Items in the press or TV have helped me to understand and enjoy my visits to the countryside in the UK,'* which receives a lower level of agreement and is less specific about the role of TV and press in providing interest.

The statement, *'In films and TV programmes, the countryside can provide real atmosphere to a story,'* receives a high level of agreement, suggesting appreciation of the affective, emotional context that countryside can provide.

The statement, *'When I was growing up we regularly watched programmes about nature and countryside at home'* was included in the section on media in order to frame childhood in a media context with the other statements in the series. There appeared to be a relatively weaker level of agreement compared to other items in the media section but the scores corresponded closely with

those items in the family and friends section suggesting consistency in this latter context.

The following analysis examines the relationship between the responses to the media questions and the mean of the three highest 'frequency of visit' categories, ('About once a month,' 'About once a week,' and 'Several times a week'), for the different types of countryside identified in the questionnaire.

'Items in the press or on T.V. have helped me to understand and enjoy my visits to the countryside in the UK.'

This item refers to an indefinite period in the past and relates to any content that relates to the UK countryside. The intention was to capture any meaningful experience and knowledge conveyed about the countryside from the press or television. There is an earlier question (Q18) which specifically asks for the time spent watching television, programmes about countryside and nature and surfing the Internet. The question (results in Appendix 8) is designed to record current media exposure and provide an introduction to the questions (Q32) which require evaluation of the media effect on countryside behaviour. The results indicate that as agreement with the evaluative statement becomes stronger there is a higher recorded level of visitation (Table 7-15).

Table 7-15 Press and TV influence - Average of 3 highest scale points for location visits %

Items in the press or on T.V. have helped me to understand and enjoy my visits to the countryside in the UK	The country..	Gardens grounds	Country town	Coast	Ancient site
	Mean scale 5-7	Mean scale 5-7	Mean scale 5-7	Mean scale 5-7	Mean scale 5-7
Strongly disagree	12.5	4.6	8.1	9.1	2.8
Disagree	14.3	6.1	10.3	11.4	2.5
Neither agree or disagree	16.9	6.7	11.9	12.2	3.0
Agree	20.5	8.1	15.1	15.6	3.3
Strongly agree	21.4	8.9	17.3	15.4	3.4

(χ^2 =216.9 , df =24, p=.000)

The results from the Pearson chi square test indicates a positive association between frequency of visitation at countryside locations and the level of agreement with the influence of press and TV on understanding and enjoyment of the countryside χ^2 ($p < .001$).

'It is interesting to read or see a programme about somewhere that I have visited or about to visit.'

This item links countryside behaviour, actual and intended to specific programmes or printed material (Table 7-16), it is not intended to include marketing materials but it is possible that respondents may interpret the question to include them. The question is phrased to include current and past experiences without any time frame specified, neither is the genre of the media, fiction or non-fiction mentioned. The item refers to 'interest' rather than any other emotional response such as 'excitement' it is seeking to measure agreement with the extent of learning or knowledge based stimuli offered by the media with regard to the countryside either as a precursor to the visit or a *post priori* understanding of the experience.

The results indicate that as agreement with the statement becomes stronger there is a higher recorded level of visitation.

Table 7-16 Influence of programmes on visits - Average of 3 highest scale points for location visits %

It is interesting to read or see a programme about somewhere that I have visited or about to visit.	The country.. Mean scale 5-7	Gardens grounds Mean scale 5-7	Country town Mean scale 5-7	Coast Mean scale 5-7	Ancient site Mean scale 5-7
Strongly disagree	8.1	2.9	6.0	6.6	3.0
Disagree	10.3	5.7	6.5	6.8	2.0
Neither agree or disagree	13.5	4.8	9.3	11.3	2.8
Agree	18.1	7.0	12.4	13.1	2.8
Strongly agree	20.5	8.5	16.0	14.9	3.6

($\chi^2 = 286.5$, df = 24, p = .000)

The results from the Pearson chi square test indicates a positive association between frequency of visitation at countryside locations and the level of agreement with the interest stimulated by press of TV about a countryside location χ^2 ($p < .001$). The chi-square output indicates that the category 'Ancient site in the countryside' violates the assumptions of chi-square, 17.1% of cells have expected counts less than 5. However Field (2005) has expressed the view that in larger contingency tables values up to 20% are acceptable.

‘When I was growing up we regularly watched programmes about nature and the countryside at home’

This item refers specifically to media exposure with countryside and nature content during the development years of the respondent (Table 7-17). The period of ‘growing up’ allows the respondent to define their own period of transition from childhood to adulthood and the scale of regularity could also be determined by them. The item does not ask the respondent to evaluate the influence of watching programmes with countryside and nature content, the requirement is to recall specific past experience.

The results from the Pearson chi square test indicates a positive association between frequency of visitation at countryside locations and the level of agreement with the regularity of watching programmes about countryside and nature. χ^2 ($p < .001$).

The results indicate that as agreement with the statement becomes stronger there is a higher recorded level of visitation.

Table 7-17 Influence of media when growing up - Average of 3 highest scale points of location visits %

When I was growing up we regularly watched programmes about nature and the countryside at home.	The country.. Mean scale 5-7	Gardens, grounds Mean scale 5-7	Country town Mean scale 5-7	Coast Mean scale 5-7	Ancient site Mean scale 5-7
Strongly disagree	15.1	6.5	10.1	10.6	2.6
Disagree	16.5	6.2	11.7	12.6	2.4
Neither agree or disagree	16.1	6.4	11.9	11.6	3.5
Agree	21.2	8.4	15.4	15.5	3.8
Strongly agree	21.2	9.0	17.2	16.4	4.4

($\chi^2 = 130.6$, df = 24, p = .000)

'In films and TV programmes the countryside can provide real atmosphere to a story'

This item includes reference to the aesthetic, emotional dimension that countryside can provide (Table 7-18), as a context for films and TV programmes (Connell, 2005; Connell, 2012). Previous items have measured cognitive responses to media content, that includes countryside and nature and the intention with this question is to measure the level of agreement with a more profound statement and whether there is an associated pattern in the frequency of visit to countryside locations.

The results from the Pearson chi square test indicates a positive association between frequency of visitation at countryside locations and the level of agreement with countryside included in films and TV programmes providing real atmosphere to a story χ^2 ($p < .001$).

The results indicate that as agreement with the statement becomes stronger there is a higher recorded level of visitation.

Table 7-18 Influence of films and TV - Average of 3 highest scale points of location visits %

In films and TV programmes the countryside can provide real atmosphere to a story.	The country.. Mean scale 5-7	Gardens, grounds Mean scale5-7	Country town Mean scale5-7	Coast Mean scale5-7	Ancient site Mean scale5-7
Strongly disagree	8.1	3.7	5.3	5.4	2.9
Disagree	13.3	7.0	9.8	12.2	3.7
Neither agree or disagree	15.2	5.4	10.8	11.6	3.4
Agree	19.4	7.5	14.3	14.4	3.7
Strongly agree	19.6	8.5	14.2	13.5	3.4

($\chi^2 = 229.1$, df =24, p=.000)

'I can think of occasions when I have read something or watched a TV programme that has encouraged me to make a trip to the country for a walk or some other activity'

This item links media exposure to a specific visit and activity, the respondent is not asked to specify the occasion or the media output that encouraged the visit (Table 7-19). The use of the word 'encouraged' implies that other factors may have been part of the decision to make a trip to the countryside.

Encouragement implies that media output supported or assisted the decision to visit rather than acted as the main motivator.

The results from the Pearson chi square test indicates a positive association between frequency of visitation at countryside locations and the level of agreement with the encouragement that TV programmes or printed material can provide to visit the countryside for a leisure activity χ^2 ($p < .001$).

The results indicate that as agreement with the statement becomes stronger there is a higher recorded level of visitation.

Table 7-19 Media encourages visit - Average of 3 highest scale points of location visits %

I can think of occasions when I have read something or watched a TV programme that has encouraged me to make a trip to the country for a walk or some other activity.	The country.. Mean scale 5-7	Gardens, grounds Mean scale5-7	Country town Mean scale5-7	Coast Mean scale5-7	Ancient site Mean scale5-7
Strongly disagree	8.9	4.3	5.9	6.8	2.0
Disagree	13.6	4.9	7.3	9.6	2.4
Neither agree or disagree	13.7	4.8	8.9	10.5	1.4
Agree	20.8	8.5	15.8	15.9	4.1
Strongly agree	23.4	10.3	18.9	16.2	4.9

($\chi^2 = 461.9$, df = 24, p = .000)

7.5 Summary of analysis of influence – media, family, friends and education

- The results indicate a positive association between the items in the media, family friends and education (Qs 31, 32) and the frequency of visiting various countryside locations (Q16).
- There are strong levels of agreement that parents and carers were very interested in pursuing interests and encouraging activity in the countryside and a positive association with frequency of visits to countryside locations. As strength of agreement increases, frequency of recorded visits increases.
- There is a difference in the pattern of frequency of visit between the different countryside locations, suggesting that the visitor definition of countryside embraces several visit scenarios, motivated by varying constructs of intent.
- There are strong levels of agreement that media output about places visited, or about to be visited creates interest and that the countryside can provide real atmosphere, in films and TV programmes. There is a positive association between statements about the media and the frequency of visits to the countryside. As strength of agreement increases, frequency of visit increases.
- There is evidence that early socialization by media, family, friends and education has an effect upon interest and behaviour in the countryside, however there is also evidence that some groups developed an interest in the countryside during adulthood.
- Respondents with formal qualifications and a background of formal academic study, involving countryside topics demonstrated a higher level

of visitation than respondents without a formal academic background which involved countryside topics.

Having explored the relationship between the media, family, friends and education belief statements and actual visit behaviour with regard to countryside locations identified by respondents, regression analysis was conducted in order to analyse the predictive strength of levels of agreement with the belief statements and this is discussed in the next section.

7.6 Predicting behaviour - Logistic Regression analysis

Logistic regression analysis was conducted on the belief statements in the family, friends, education and media sections in order to determine their predictive capacity on the outcome (dependent) variable, *'Approximately how frequently have you visited any of the following in the past 12 months, - The countryside for a leisure visit.'* A dichotomous, dependent variable was created by combining the data from the 'Not at all' and 'About once in 12 months' frequency categories into one category, termed 'No visit' and the remaining five categories of frequency of visit into a second category termed 'Visit'.

Two binary regression models were created, one for the data from the media statements (Q31) and one for the data from the family, friends and education statements (Q32). The method of binary regression selected for these analyses was 'Enter' where all of the predictors are entered in one block in each regression analysis (Tabachnick and Fidell, 2001, Field, 2005). The results from the Pearson chi square test supported the use of this method as there are positive associations between the predictor variables and frequency of visit (Tabachnick and Fidell, 2001).

All of the predictors are categorical and contrast 'indicator' coding was used, 'first' was selected to choose the lowest scale point as the baseline for the analysis.

7.6.1 Statements about family, friends and education as predictors of actual behaviour

The estimates for the coefficients for the predictors in the model at the final step of the regression analysis are shown in Table 7-20. The Wald statistic is significantly different from zero for most categories of variable at the strongly agree level suggesting that the predictor variables are making significant

contributions to the prediction of the outcome. However there are important differences in the contributions made by each variable.

q31a My parents/carers were very interested in pursuing activities in the countryside

- Agreement with this statement (Strongly agree and Agree) increases the accuracy of predicting frequency of countryside visits significantly (Exp(B) 2.867).

q31b Friends at school were interested in activities in the countryside

- The results are not significant at the ($p < .05$) level and the coefficient Ex(B) in the strongly agree category is weak. This suggests that while there is a positive association between the interests of school friends in countryside visits and visit behaviour, it cannot predict frequency of visits.

q31c At school I was always interested in most topics about the countryside

- The coefficient Ex(B) (9.880) is very high indicating that agreement with this statement represents a significant predictor of countryside visit frequency.

q31d My parents/carers would always encourage me to take an interest in the countryside and nature

- The coefficient Ex(B) is high (1.858) but the result is not significant ($p < .05$) at .266. Evaluating the answers to this question and q31a, it appears that while parental interest is an important factor in determining countryside visits the encouragement that they may give has a variable effect.

q31e Children's stories always seemed to involve reference to the countryside or nature.

- Agreement with this statement represents a strong predictor of countryside visit behaviour Ex(b) (2.232), it is not significant for the strongly agree category at the ($p < .05$) level but the value of *sig* .062 is considered acceptable for this analysis. At the agree level the prediction coefficient is stronger (3.474) and is statistically significant (.000). The item statement combines both media and childhood development references and this may have an effect on statistical significance. There is a positive association between agreement with this statement and the frequency of leisure visits to the countryside.

q31f My interest in the countryside only developed when I was an adult.

- The coefficient Ex(B) (6.756) is very high for agreement with this statement and it is statistically significant ($p < .05$) at .000. The response to this question reinforces the results from the Pearson Chi-Square test previously discussed. The results indicate that for 31% of the sample that either agrees or strongly agrees with the statement, early childhood socialization did not have a significant effect on their countryside visit behaviour, a result further reinforced by the variable influence of parents and carers.

Table 7-20 The socializing context - Logistic regression - variables in the equation

	Wald	Sig.	Exp(B)	95% C.I. for EXP(B)	
				Lower	Upper
q31a My parents/carers were very interested in pursuing activities in the countryside	33.814	.000			
q31a(1)	1.723	.189	.645	.336	1.241
q31a(2)	.287	.592	.832	.425	1.630
q31a(3)	6.427	.011	2.598	1.242	5.436
q31a(4)	4.408	.036	2.867	1.072	7.663
q31b Friends at school were interested in activities in the countryside	3.741	.442			
q31b(1)	.379	.538	1.216	.653	2.264
q31b(2)	.043	.836	1.069	.566	2.021
q31b(3)	.162	.688	1.153	.577	2.304
q31b(4)	1.692	.193	.488	.165	1.439
q31c At school I was always interested in most topics about the countryside	51.397	.000			
q31c(1)	6.933	.008	2.278	1.234	4.205
q31c(2)	20.636	.000	4.170	2.252	7.721
q31c(3)	41.162	.000	9.019	4.606	17.658
q31c(4)	22.012	.000	9.880	3.795	25.721
q31d My parents/carers would always encourage me to take an interest in the countryside and nature	3.500	.478			
q31d(1)	.137	.712	.875	.430	1.780
q31d(2)	.031	.860	1.067	.519	2.192
q31d(3)	.506	.477	1.317	.617	2.811
q31d(4)	1.239	.266	1.858	.624	5.528
q31e Children's stories always seemed to involve reference to the countryside or nature.	21.218	.000			
q31e(1)	8.262	.004	2.586	1.353	4.941
q31e(2)	18.814	.000	3.777	2.072	6.887
q31e(3)	14.845	.000	3.474	1.844	6.546
q31e(4)	3.470	.062	2.232	.959	5.193
q31f My interest in the countryside only developed when I was an adult.	121.906	.000			
q31f(1)	.820	.365	1.243	.777	1.988
q31f(2)	3.254	.071	.643	.398	1.039
q31f(3)	40.369	.000	5.772	3.361	9.912
q31f(4)	32.804	.000	6.756	3.514	12.989

- Variable(s) entered on step 1: q31a, q31b, q31c, q31d, q31e, q31f.
- The model predicts outcomes accurately in 88.8% cases
- Cox & Snell R .190, Nagelkerke R .347

7.6.2 Statements about media as predictors of actual behaviour

The estimates for the predictor coefficients, in the model, at the final step are shown in the following table (Table 7-21). The Wald statistic is significantly different from zero for most categories of variable at the strongly agree level suggesting that the predictor variables are making significant contributions to the prediction of the outcome. However there are important differences in the contributions made by each variable.

q32a Items in the press or on TV have helped me to understand and enjoy my visits to the countryside in the UK.

- Agreement with this statement represents a strong predictor of countryside leisure visit behaviour. The coefficient Ex(B) (2.907) is very high and it is statistically significant ($p < .05$) at .005. The results indicate that press and TV during an indeterminate past can help to predict countryside visit behaviour.

q32b It is interesting to read or see a programme about somewhere that I have visited or about to visit.

- Agreement with this statement represents a strong predictor of countryside visit behaviour. The coefficient Ex(B) (2.247) is very high and is statistically significant ($p < .05$) at .012. The results suggest that exposure to current media output effects countryside visit behaviour.

q32c When I was growing up we regularly watched programmes about nature and the countryside at home.

- Agreement with this statement represents a strong predictor of countryside visit behaviour but the results are not statistically significant ($p < .05$) at .614. The statement combines media exposure and concepts of childhood development and framed within a series of statements about media which may have adversely influenced responses. Alternatively the responses reflect the views of the 31% of the sample for whom childhood influences were minimal.

q32d In films and TV programmes the countryside can provide real atmosphere to a story.

- Agreement with this statement represents a strong predictor of countryside visit behaviour but statistically significant, only at the agree level Ex(B) (2.143), ($p < .05$) at .016. At the strongly agree level the result is not significant (.986). The results suggest sub-groups in the sample and the influence of film and TV programmes is variable among them.

q32e I can think of occasions when I have read something or watched a TV programme that had encouraged me to make a trip to the country for a walk or some other activity.

- Agreement with this statement represents a very strong predictor of countryside visit behaviour and is statistically significant Ex(B) (11.104), ($p < .05$) at .000. Within the series of media statements this statement has the strongest prediction value,. The statement makes a direct link between media exposure and countryside visit behaviour.

Table 7-21 Media influences - logistic regression - variables in the equation

	Wald	Sig.	Exp(B)	95% C.I. for EXP(B)	
				Lower	Upper
q32a Items in the press or on TV have helped me to understand and enjoy my visits to the countryside in the UK	11.230	.024			
q32a(1)	.166	.683	1.103	.690	1.763
q32a(2)	1.972	.160	1.355	.887	2.070
q32a(3)	4.839	.028	1.864	1.070	3.247
q32a(4)	7.734	.005	2.907	1.370	6.165
q32b It is interesting to read or see a programme about somewhere that I have visited or about to visit.	24.583	.000			
q32b(1)	1.196	.274	.694	.360	1.336
q32b(2)	.622	.430	1.277	.695	2.345
q32b(3)	5.097	.024	2.021	1.097	3.722
q32b(4)	6.351	.012	2.247	1.197	4.217
q32c When I was growing up we regularly watched programmes about nature and the countryside at home.	13.540	.009			
q32c(1)	.028	.868	1.035	.687	1.561
q32c(2)	4.492	.034	.663	.454	.970
q32c(3)	1.557	.212	1.375	.834	2.267
q32c(4)	.254	.614	1.176	.625	2.213
q32d In films and TV programmes the countryside can provide real atmosphere to a story.	21.210	.000			
q32d(1)	10.004	.002	3.001	1.519	5.929
q32d(2)	2.939	.086	1.666	.930	2.985
q32d(3)	5.780	.016	2.143	1.151	3.991
q32d(4)	.000	.986	1.006	.527	1.920
q32e I can think of occasions when I have read something or watched a TV programme that had encouraged me to make a trip to the country for a walk or some other activity.	93.547	.000			
q32e(1)	6.782	.009	1.931	1.177	3.168
q32e(2)	8.458	.004	2.040	1.262	3.300
q32e(3)	61.167	.000	11.550	6.256	21.323
q32e(4)	42.745	.000	11.104	5.396	22.851

- Variable(s) entered on step 1: q32a, q32b, q32c, q32d, q32e.
- The model predicts outcomes accurately in 87.4% cases
- Cox & Snell R .152, Nagelkerke R .279

7.7 Summary of logistic regression analysis

The results from the media logistic regression analysis and the family, friends and education analysis have been summarised in the tables below (Table 7-22 and Table 7-23). The scores ascend from the weakest and statistically insignificant predictors in the 'strongly agree' category, to the strongest in both. The coefficient Exp(B) is the odds ratio indicating the strength of the variable to predict the chances of visiting or not visiting the countryside for leisure purposes.

The interest of parents in countryside activities and the late development of interest in countryside among some respondents suggests the existence of sub-groups within the data set. Interest in countryside topics at school could be as a result of family and/or the positive influence of teachers.

Table 7-22 Socializing context - summary of logistic regression results

Family, friends and education	Sig.	Exp(B)
q31c At school I was always interested in most topics about the countryside	.000	9.880
q31 f My interest in the countryside only developed when I was an adult.	.000	6.756
q31a My parents/carers were very interested in pursuing activities in the countryside	.036	2.867
q31e Children's stories always seemed to involve reference to the countryside or nature.	.062	2.232
q31d My parents/carers would always encourage me to take an interest in the countryside and nature	.266	1.858
q31b Friends at school were interested in activities in the countryside	.193	.488

Table 7-23 Media influences - summary of logistic regression results

Media	Sig.	Exp(B)
q32e I can think of occasions when I have read something or watched a TV programme that had encouraged me to make a trip to the country for a walk or some other activity.	.000	11.104
q32a Items in the press or on TV have helped me to understand and enjoy my visits to the countryside in the UK	.005	2.907
q32b It is interesting to read or see a programme about somewhere that I have visited or about to visit.	.012	2.247
q32d In films and TV programmes the countryside can provide real atmosphere to a story. (scale point 'Agree)	.016	2.143
q32c When I was growing up we regularly watched programmes about nature and the countryside at home.	.614	1.176

The results of the logistical regression analysis have reinforced the evidence, emerging from the data, of sub-groups in the sample that demonstrate different formative experiences that influence their understanding of countryside leisure. The phenomenon will be further explored through the application of cluster analysis in the next section.

7.8 Identifying sub-groups in the data - Cluster analysis

Evidence from the Pearson Chi-square and logistic regression analysis suggests that there are sub-groups in the sample that display consistent behaviour within the sub-groups but which is distinctive from other groups and members of the sample population as a whole. In order to investigate these sub-groups cluster analysis was undertaken.

Two- step procedures were used for this analysis. This is a suggested procedure where there are many categorical variables to consider and a relatively large sample size (Norusis, 2010).

The procedure pre-clusters cases and then uses hierarchical clustering algorithms to cluster these groups. The number of clusters was not specified and the algorithm therefore decided the best fit of the data.

The variables for inclusion in the cluster analysis were initially selected from the previous analysis of the significance of the relationship between socializing influences and media and frequency of visits to the countryside (Q16). Other variables such as age and education were also included in order to provide an estimate of their affect upon the level of discrimination between sub-groups. The final variable list (Table 7-24) provided the greatest level of discrimination between sub-groups in the sample. Two extreme statements were included in the final variable set, one identifying the respondent personally and profoundly with the countryside (*The countryside is part of my personal cultural heritage*), the other reflecting a more detached and pragmatic viewpoint (People over-romanticise the countryside, we need building land for a growing population). The final cluster analysis included 13 variables, the distance measure used was log-likelihood and the clustering criterion was Schwarz's Bayesian Criterion

(Norusis, 2010). The model summary (Table 7-25) confirmed that the Cluster Quality of the final variable set clusters was good and the ratio of sizes (largest cluster to smallest cluster) was 1.53, Norusis (2010) recommends that the latter should be less than 3.

Table 7-24 List of variables used for cluster analysis

- Age
- Do you have an interest in = History, arts culture, outdoor activities
- Approximately how far is his place from your home
- Frequency of visit to - The countryside for a leisure visit
- Highest level qualification that you have achieved
- My interest in the countryside only developed when I was an adult
- My parents/carers were very interested in pursuing activities in the countryside
- My parents/carers would always encourage me to take an interest in the countryside and nature.
- In films and TV programmes the countryside can provide real atmosphere to a story
- The countryside is part of my personal cultural heritage
- People over-romanticise the countryside, we need building land for a growing population
- The countryside is part of my personal cultural heritage
- I can think of occasions when I have read something or watched a TV programme that has encouraged me to make a trip to the country for a walk or some other activity.

Table 7-25 Model summary of cluster quality

Size of smallest cluster	360 (20.2%)
Size of largest cluster	551 (31%)
Ratio of sizes: largest cluster to smallest cluster	1.53

The full cluster composition and cluster comparisons between the discriminators are contained in Appendix 9 which includes a summary of the main discriminating variables. The clusters were analysed to identify the relative importance of each of the variables in each cluster. The relationship between the clusters and intention to visit (Table 7-26) was also examined to determine whether there was a significant association between the two variables (χ^2). A summary of the clusters is described in Table 7-26 and discussed as follows:

Cluster one - The variable that defines this cluster is strong agreement with the statement 'My parents/carers would always encourage me to take an interest in the countryside and nature.' They strongly disagree with the notion that interest in the countryside only developed during adulthood and believe strongly that the countryside is a part of their personal cultural heritage. This cluster indicates strong agreement with the influence of film and television and can think of occasions when the media has encouraged them to visit the countryside. They are very frequent visitors to the countryside and they indicate the highest level of intention of all the groups to visit the countryside during the next month. This cluster is also likely to be educated to degree level.

Cluster two - The variables that define this cluster are agreement with the statements, 'My parents/carers would always encourage me to take an interest in the countryside and nature and 'My parents/carers were very interested in

pursuing activities in the countryside.’ This cluster disagreed with the statement about interest in the countryside developing in adulthood, they have a strong sense that the countryside is part of their cultural heritage and believe that the countryside context can provide real atmosphere to a story and agree that the media had sometimes encouraged a visit to the countryside. They are regular visitors to the countryside and have the second highest intention to visit the countryside during the next month. This group do not believe that the countryside is over-romanticised, has an interest in history arts and culture and are likely to be educated to degree level

Cluster three- The variable that defines this cluster is agreement with the statement ‘My parents/carers would always encourage me to take an interest in the countryside and nature’ and strong belief that the countryside is part of their personal cultural heritage. This cluster neither agrees nor disagrees with interest in countryside only developing in adulthood. This cluster strongly agrees with having read something or watched something on TV that has led to a countryside visit and that TV and film add real atmosphere to a story. They are less frequent visitors to the countryside and have the lowest intention to visit the countryside. This group has an interest in history, arts and culture and strongly disagree that the countryside is over-romanticised. They tend to be older than the members of the previous clusters and educated to ‘A’ level.

Cluster 4 - The variables that define this cluster are strong disagreement with the statements, ‘My parents/carers would always encourage me to take an interest in the countryside and nature’ and ‘My parents/carers were very interested in pursuing activities in the countryside.’ They agree however that their interest in countryside only developed in adulthood, a phenomenon identified in some groups by McGuire et al. (1987) They are regular visitors to

the countryside, indicate a strong intention to visit and have a sense that it is part of their personal cultural heritage, they believe that TV and film the countryside can provide real atmosphere, they are very interested in outdoor activities but not as intensely as the previous cluster. This group is likely to be educated to degree level and have a more pragmatic view, neither agreeing nor disagreeing that the countryside is over romanticised.

The clusters discriminate effectively between levels of countryside visitation and reflect the analysis of intention to visit, the results are statistically significant ($p = <.05$) suggesting that the clusters are robust and describe sub-groups within the sample population well.

Table 7-26 Clusters and intention to visit the countryside

Cluster number		Intention to visit the countryside during the next month					Total
		Definitely will not visit	Probably will not visit	Not sure	Probably will visit	Definitely will visit	
1	Count	0	1	13	69	263	346
	% within TwoStep Cluster Number	0.0	.3	3.8	19.9	76.0	100.0
2	Count	0	3	28	124	332	487
	% within TwoStep Cluster Number	0.0	.6	5.7	25.5	68.2	100.0
3	Count	1	13	93	134	101	342
	% within TwoStep Cluster Number	.3	3.8	27.2	39.2	29.5	100.0
4	Count	7	12	41	101	215	376
	% within TwoStep Cluster Number	1.9	3.2	10.9	26.9	57.2	100.0
	Count	8	29	175	428	911	1551
	% within TwoStep Cluster Number	.5	1.9	11.3	27.6	58.7	100.0

($\chi^2 = 243.8$, df =12, p=.000)

Table 7-27 Summary of key variables in the clusters

Cluster	Frequency of visits	Parents were interested	Parents encouraged	Interest developed in adulthood	Films and TV provide atmosphere	Personal Cultural heritage	TV or reading encouraged visit
1	Several times a week	Strongly agree	Strongly agree	Strongly disagree	Strongly agree	Strongly agree	Strongly agree
2	About once a week	Agree	Agree	Disagree	Agree	Strongly agree	Agree
3	About once in 3 months	Neither agree nor disagree	Neither agree nor disagree	Neither agree nor disagree	Neither agree nor disagree	Neither agree nor disagree	Neither agree nor disagree
4	About once a month	Disagree	Disagree	Agree	Agree	Strongly agree	Agree

7.9 Summary of cluster analysis

The cluster analysis has identified four sub-groups within the sample with varying degrees of parental influence and development patterns towards actual and intended behaviour in the countryside (Table 7-27). Two groups confirmed the positive role of parental and media influence and countryside as part of their personal cultural heritage. One group indicated that interest had only developed during adulthood, reported relatively frequent visits to the countryside, agreed that the media had a positive effect on their visit behaviour and strongly identified with the countryside as part of their cultural heritage. Another group was ambivalent about when their interest developed and the influence of media. This group also had a lower level of visitation compared to the other groups but regarded the countryside as part of their personal cultural heritage..

7.10 Summary

This chapter has confirmed the positive association between the influence of family, friends, education, mass media and countryside visits. Furthermore, regression analysis has established a predictive relationship, identifying varying strengths of significance for different aspects of socialization that suggests the existence of sub-groups, with different patterns of visitation and socialization. Cluster analysis confirmed the existence of these sub-groups and defined some of their key characteristics. In the chapter that follows these clusters will be further investigated to understand how they may vary according to underlying, latent factors that cause variability within the data. Following this analysis the factors will be used to construct structural equation models that attempt to predict actual and intended behaviour towards countryside visits.

Chapter 8 The structural model

8.1 Introduction

This chapter sets out to explore the relationships between media, earlier socializing influences and normative controls on countryside leisure behaviour through the use of structural equation models. It will do so first by examining any underlying, latent variables using exploratory factor analysis. The validity of covariance between these variables will then be tested using confirmatory factor analysis before developing and critically analysing a full structural model.

8.2 Exploratory factor analysis

Analysis, described in the previous chapter, set out to explore the associations between responses to statements about the influence of family, friends, education and media on countryside visit behaviour and the existence of sub-groups in the sample, displaying similar profiles and behavioural outcomes. The research now aims to understand the latent dimensions of constructs driving behaviour from the evidence of responses to attitude statements, using factor analysis and the framework of relationships suggested by the theory of planned behaviour (Azjen, 2005).

Exploratory factor analysis, using the principal components method was used in order to identify any underlying latent factors that may drive behaviour. The underlying factors were then be developed into a hypothetical model in order to measure relationships between the variables.

The variables used in the analysis include all of the media, family and attitude statements (Qs 31,32,33) measured on Likert scales calibrated from 1-5 where 5 indicates the highest level of agreement. The scores indicate that all items

received a level of agreement (over 2.5); the highest scoring items will discriminate well between factors. The mean scores from the socializing context, media are described in (Table 8-1) and attitude statements (Q 33) are described in (Table 8-2).

Table 8-1 Socializing context and media statements Q's 31, 32 used in the analysis

Q31 Socializing Context	Mean
My parents/carers were very interested in pursuing activities in the countryside	3.21
Friends at school were interested in activities in the countryside	2.92
At school I was always interested in most topics about the countryside.	3.21
My parents/carers would always encourage me to take an interest in the countryside and nature.	3.33
Children's stories always seemed to involve reference to the countryside or nature.	3.24
My interest in the countryside only developed when I was an adult.	2.74
Q32 Media Influence	
Items in the press or on T.V. have helped me to understand and enjoy my visits to the countryside in the UK	3.14
It is interesting to read or see a programme about somewhere that I have visited or about to visit.	4.00
When I was growing up we regularly watched programmes about nature and the countryside at home.	2.81
In films and TV programmes the countryside can provide real atmosphere to a story.	3.72
I can think of occasions when I have read something or watched a TV programme that has encouraged me to make a trip to the country for a walk or some other activity.	3.46

N=2775

Table 8-2 Countryside attitude statements Q33 used in the analysis

Q33 Attitude statements	Mean
Wildlife and flowers in the country need protection.	4.15
I enjoy being in the countryside, it really raises my spirits.	3.96
I enjoy the countryside most when it is quiet with few people around.	3.91
I like a walk in the country with a view	3.84
I get peace of mind from being in the country.	3.84
I find some aspects of nature, e.g. wildlife, flowers, very interesting	3.83
The countryside is part of my personal cultural heritage.	3.72
Visiting places in the countryside helps me to understand how people used to live.	3.54
Seeing farmers working the land is always an interesting part of a visit to the country.	3.53
The countryside has a relevance to my life and who I am.	3.53
Some types of countryside interest me more than others, e.g woodland, moorland.	3.44
I would visit the countryside more if I could walk from home	3.41
Growing my own food and living more naturally really appeals to me	3.39
Being near the coast is more interesting than inland sites.	3.37
I would like to know more about nature in the countryside.	3.28
I will visit the countryside if it is an easy drive from home and I can park easily.	3.04
I like to do some other activity in the countryside than just walking.	3.04
We need to construct more wind turbines in the countryside to make sure we have energy for the future.	3.01
The weather has to be good for me to visit the countryside	2.99
I would like to get more involved with the protection of the countryside	2.94
I enjoy the thought of living in a remote country cottage	2.91
I only visit the countryside to walk and get some exercise.	2.70
I enjoy participating in country sports and activities in the countryside.	2.65
There are always more interesting things to do with friends than visit the countryside.	2.53
It is usually my friends or family that suggest and organise an activity in the countryside	2.37
My family and friends are just not interested in going to the countryside.	2.34
Building affordable housing is more important than preserving the countryside.	2.19
People over-romanticise the countryside, we need building land for a growing population.	2.11

n= 2775

The exploratory factor analysis used an orthogonal rotation, which forces latent factors to be uncorrelated with each other and maximises the variance of the

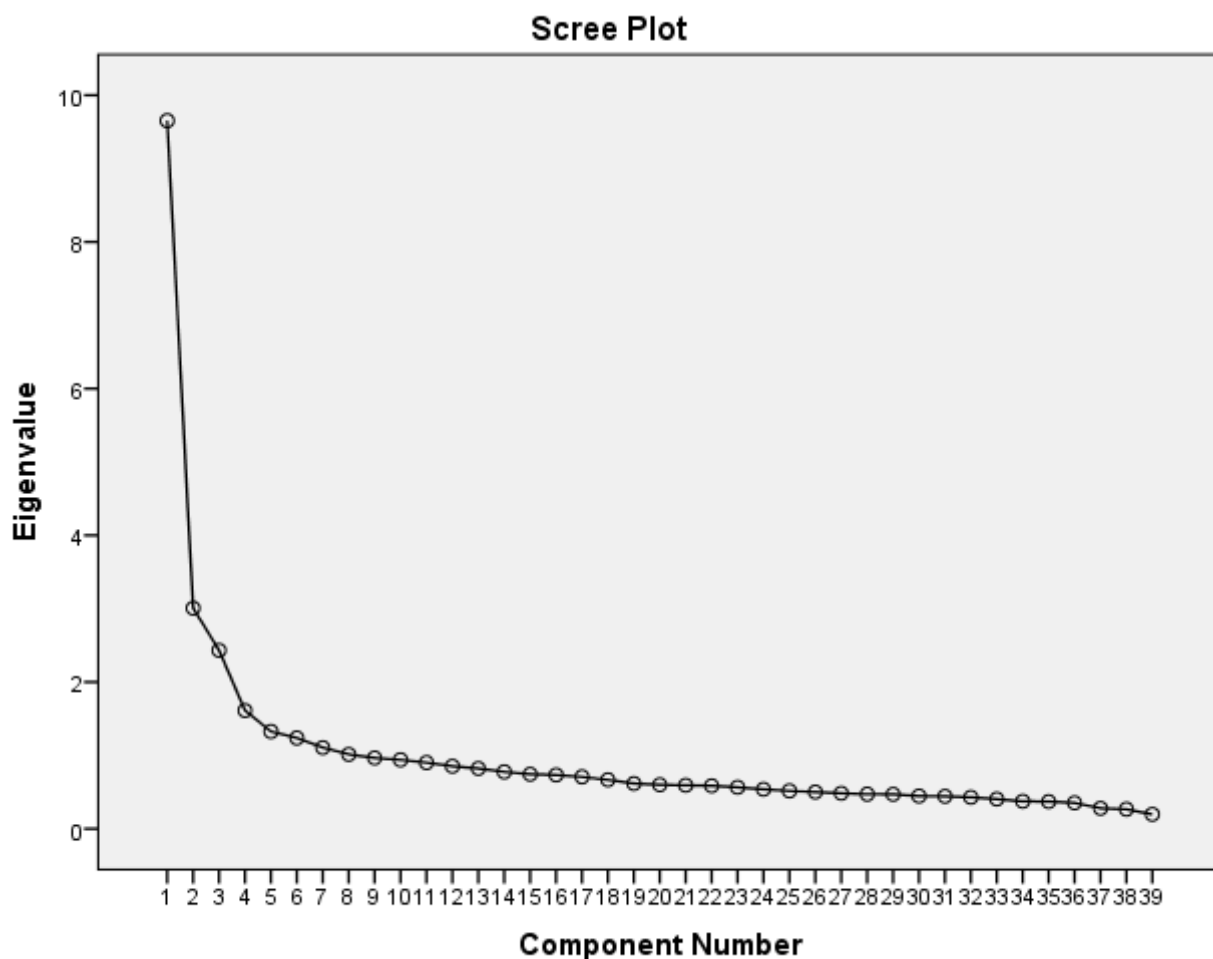
new variable, while minimizing the variance around all of the other variables (Field, 2005). Some researchers have suggested that oblique rotation methods, where factors are allowed to correlate, should be used when there is good theoretical reason to assume that factors may be related. Attitude research, focussing on a specific object or class, is an example of where the constructs are rarely unrelated and in these circumstances oblique rotation techniques are recommended (DIRECT OBLIMIN in SPSS). Pedhazur and Schmelkin (1991) suggest that if the oblique rotation demonstrates a negligible correlation between the extracted factors then it is reasonable to use the orthogonally rotated solution. If the oblique rotation reveals a correlated factor structure, then orthogonal rotation should be discarded.

In order to assess correlation an oblique rotation was first applied to the data (DIRECT OBLIMIN). The correlations among the factors found using the oblique rotation were examined using the correlation matrix in order to identify scores over 0.30. Tabachnick and Fidell (2001) recommend that if correlations exceed 0.30 then there is 10% or more of overlap and this would warrant using an oblique rotation. The procedure on the data for this study did not identify any correlations over 0.30 and thus an orthogonal rotation was used.

There are a number of ways to decide the number of factors to extract. One of the most commonly used is the Kaiser criterion where factors with eigenvalues greater than one are retained. However some authors suggest this is a poor selection criterion. Tabachnick and Fidell (2001) suggest that the extent to which the results are interpretable and logical is a good guide to which factors should be considered, if there is no other *a priori* reason for selection. The eight factors resulting from the principal components analysis all have eigenvalues in excess of 1 although the scree plot (Figure 8-1), another good indicator for

selection, begins to tail away after the fourth factor as illustrated. All loadings sorted into only one of the eight factors (Figure 8-2) indicating a good level of discrimination with the exception of the statement, *'Visiting places in the countryside helps me to understand how people used to live,'* which has been excluded.

Figure 8-1 Factor analysis scree plot and eigenvalues



The extraction described in the communalities output indicated the proportion of each variable's variance explained by the retained factors. There were no particularly low values although *'Being near the coast is more interesting than inland sites'* had an extraction value of .279 and its exclusion from further analysis improved the overall viability of the model.

The determinant on the correlation matrix was .001 which was greater than the necessary value of 0.00001 indicating an absence of multi collinearity. The Kaiser-Meyer-Olkin measure verified the sampling adequacy for the analysis, KMO=0.929 (confirming sample adequacy (Field, 2005). Bartlett's test of Sphericity χ^2 (136) =17348, ($p= <.001$) indicated that correlations between items was sufficiently large for principal components analysis.

A six factor solution seemed the most appropriate based upon the Kaiser criterion of eigenvalues in excess of one, the scree plot and interpretability criteria supported the exclusion of the seventh and eighth factors. The first six factors accounted for 49% of total variance (Appendix 10) which is an adequate solution according to Tabachnick and Fidell (2001) suggesting that the factors should account for at least 40% of variance.

The inclusion of variables in each factor was based upon individual variable coefficient values (factor loadings) in excess of .50 unless there was a good theoretically based reason for including them. Tabachnick and Fidell (2001) recommended the inclusion of variables >0.30 regarded as moderately high, but issues of parsimony and the need to clarify the latent meaning of the factors meant that a value of >0.50 was acceptable for this study.

As some of the variables contain specific references to media, family, friends and education it was anticipated that the factors would reflect these. While this outcome was apparent in the results it was interesting that the statement, *'Children's stories always seemed to involve reference to the countryside or nature,'* loaded onto *the* factor with the latent family and social context rather than the factor group containing media related variables. The statement *'When I was growing up we regularly watched programmes about nature and the*

countryside at home,' was located in the section with statements relating to media and yet also loaded onto the family and social factor; it is perhaps an indication of the profound link between home, childhood and the transmission of cultural *mores*.

Figure 8-2 Factor components and loading

FACTOR 1	Load	FACTOR 2	Load	FACTOR 3	Load
Q33h I enjoy being in the countryside, it really raises my spirits.	.685	Q31d My parents/carers would always encourage me to take an interest in the countryside and nature.	.830	Q32a Items in the press or on T.V. have helped me to understand and enjoy my visits to the countryside in the UK	.730
Q33p I like a walk in the country with a view	.683	Q31a My parents/carers were very interested in pursuing activities in the countryside	.800	Q32e I can think of occasions when I have read something or watched a TV programme that has encouraged me to make a trip to the country for a walk or some other activity.	.684
Q33r I get peace of mind from being in the country.	.673	Q31b Friends at school were interested in activities in the countryside	.753	Q32b It is interesting to read or see a programme about somewhere that I have visited or about to visit.	.682
Q33f I enjoy the countryside most when it is quiet with few people around.	.648	Q31c At school I was always interested in most topics about the countryside.	.697	Q32d In films and TV programmes the countryside can provide real atmosphere to a story.	.648
Q33w Wildlife and flowers in the country need protection.	.562	Q31e Children's stories always seemed to involve reference to the countryside or nature.	.558	Q33d Visiting places in the countryside helps me to understand how people used to live.	.447 Also in Factor 1
Q33o Some types of countryside interest me more than others, e.g. woodland, moorland.	.539	Q32c When I was growing up we regularly watched programmes about nature and the countryside at home.	.413		
Q33c The countryside has a relevance to my life and who I am.	.495				
Q33l I find some aspects of nature, e.g. wildlife, flowers, very interesting	.486				
Q33a The countryside is part of my personal cultural heritage.	.454				

FACTOR 4	Load	FACTOR 5	Load	FACTOR 6	Load
Q33aa I would like to get more involved with the protection of the countryside	.732	Q33u The weather has to be good for me to visit the countryside	.672	Q33m Building affordable housing is more important than preserving the countryside.	.788
Q33z Growing my own food and living more naturally really appeals to me	.697	Q33t It is usually my friends or family that suggest and organise an activity in the countryside	.547	Q33x People over-romanticise the countryside, we need building land for a growing population.	.727
Q33y I would like to know more about nature in the countryside.	.614	Q33e There are always more interesting things to do with friends than visit the countryside.	.541	Q33n We need to construct more wind turbines in the countryside to make sure we have energy for the future.	.472
Q33k I enjoy the thought of living in a remote country cottage	.611	Q33s I would visit the countryside more if I could walk from home	.436		
Q33ab Seeing farmers working the land is always an interesting part of a visit to the country.	.491				
		FACTOR 7	Load	FACTOR 8	Load
		Q33g I only visit the countryside to walk and get some exercise.	.703	Q33j I enjoy participating in country sports and activities in the countryside.	.619
		Q33i I will visit the countryside if it is an easy drive from home and I can park easily.	.534	Q33v I like to do some other activity in the countryside than just walking.	.615
		Q31e My interest in the countryside only developed when I was an adult.	.533		

8.3 Discussion of the factors identified:

The levels of variance explained by each factor are contained in Appendix 10.

Factor one – (11% of variability) has a high loading on the countryside's positive affect on the respondent's frame of mind, raising spirits, giving peace of mind and references to enjoyment. There is an underlying spiritual dimension in these references reflecting the research of Sharpley and Jepson (2011) and Jepson and Sharpley (2014). They also reflect the concept of 'place attachment' developed by researchers such as Graefe et al. (2000) but here applied more generally to the countryside as a discreet entity. The factor also has loading from two variables that refer to self-identity and the role played by the countryside, some researchers have identified these concepts with the cognitive dimensions of attitude (Proshansky et al., 1983; Jorgensen and Stedman, 2006). These two variables were excluded because they had a loading below .50, but the loading of these variables with affective constructs, such as enjoyment and exhilaration; support the notion of multi-faceted and inter-connected attitude dimensions (Eagly and Chaiken, 1993). This factor was labelled the 'Emotional Bond' which reflects the affective/cognitive components of attitudes. While the variables in this factor indicate evidence of affective processes, the fact that they are recalled and evaluated by the respondent, which is a cognitive process, means that they cannot be regarded as purely 'affective responses,' a distinction made by Eagly and Chaiken (1993) and others.

Factor two – (9% of variability) has a high loading on the attitude of parents and carers and friends at school, demonstrating their own interest and encouraging active involvement with the countryside. Two media related

variables also load onto this factor linking home as a context for media exposure; labelled 'The Socializing Context' or Socializing_C.

Factor three – (8% of variability) has a high loading on the influence of TV, film, print material and the press on countryside visit behaviour. While this factor can be classified as a socializing influence in general terms there is something unique in its variance which statistically defines it as a separate and distinct factor; labelled 'Media Context.'

Factor four – (8% of variability) has a high loading on variables involving action or engagement with the countryside and knowledge of it. These constructs are associated with cognitive responses in attitude theory and place identification (Proshansky et al., 1983). Labelled 'Countryside Knowledge (Country_K).' However, there are affective dimensions to the responses for instance 'enjoyment at the thought of living in a country cottage' which means that this cannot be regarded as a purely cognitive variable and is better described as cognitive/affective to reflect the primacy of cognitive processes but not exclusivity in this context.

Factor five – (6% of variability) has a high loading on extrinsic, control issues such as the weather, the distance travelled and the influence of friends. These issues appear to represent the influence of control mechanisms and subjective norms on behaviour discussed in Ajzen's theory of planned behaviour (Ajzen, 1991); labelled 'Controlling Influences' (Control).

Factor six – (5% of variability) has a high loading on variables that have a more pragmatic view about the countryside, the need to build affordable homes, people over-romanticising the countryside, these views do not necessarily have any behavioural implications but may act as another control mechanism. It does

not have a strong level of interpretability but does seem to relate to a separate and in some way significant construct; labelled 'Pragmatic Control' (Pragmatic_C).

8.4 Summary of the factors

Factor analysis suggests that the responses in the sample data are driven by an emotional attachment to the idea of countryside, strongly influenced by parental interest and engagement but also through exposure to cultural memes, transmitted in the home environment via story books, TV and other media. This home based transmission appears to be a separate, though related dimension to other media, equally influential but not linked as closely to the home environment. Cognitive processes result in the acquisition of specific knowledge about the countryside, or an understanding of engagement with it and perhaps aspirations towards it. These processes are possibly introduced early in childhood development, through the mediation of family and school and may form the basis of emotional attachment during maturity. The control mechanisms appear to be more immediate and short term, although it is possible to have long term views about the weather/visit relationship, they are more likely to be influenced by the occasion, the group and the location under consideration. The pragmatic factor may act as a more long term control mechanism effecting responses in the data set but its influence is not immediately obvious.

Analysis was undertaken to explore the variability of the factors within the clusters previously identified in Chapter 7. A chi-square test for independence was conducted on the cluster variables and each variable (agree and strongly agree) included in the factor groupings. In all of the following analyses there was significant association between the factor variables and clusters ($p < .001$).

8.4.1 Factor one – the Emotional Bond

There is a significant difference in the emotional attachment and relevance of the countryside between the clusters with clusters one and two having a greater attachment and closer personal identification than clusters three and four χ^2 ($p < .001$) (Table 8-3). Clusters one and two are regular visitors to the countryside, clusters three and four are typified by respondents whose countryside interest had developed in adulthood and appeared to have a lower sense of attachment and personal identification with the countryside.

Table 8-3 Factor 1 The Emotional Bond cluster analysis – Strongly Agree + Agree %

FACTOR 1 The Emotional Bond	Cluster			
Agree and Strongly Agree	1	2	3	4
I enjoy being in the countryside, it really raises my spirits.	93.9	93.1	70.7	79.2
I like a walk in the country with a view	76.5	80.6	68.4	75.9
I get peace of mind from being in the country.	90.0	86.2	58.4	70.1
I enjoy the countryside most when it is quiet with few people around.	83.8	79.2	70.0	76.3
Wildlife and flowers in the country need protection.	92.2	90.1	73.5	82.0
Some types of countryside interest me more than others, e.g woodland, moorland.	60.3	60.5	46.0	51.9
The countryside has a relevance to my life and who I am.	88.0	77.0	40.6	52.0
Average for factor /cluster	83.5	80.9	61.0	69.6

($\chi^2 = 264.4$, df = 12, p = .000), ($\chi^2 = 54.7$, df = 12, p = .000), ($\chi^2 = 258.8$, df = 12, p = .000), ($\chi^2 = 67.5$, df = 12, p = .000)

($\chi^2 = 113.5$, df = 12, p = .000), ($\chi^2 = 62.0$, df = 12, p = .000), ($\chi^2 = 397.6$, df = 12, p = .000)

8.4.2 Factor two -The Socializing Context

Earlier socializing influences such as parental influence and encouragement, topics at school and children's stories were clearly significant χ^2 ($p < .001$) for

clusters one and slightly less so for cluster two, the most frequent visitors to the countryside and significantly less for clusters three and four (Table 8-4).

Table 8-4 Factor 2 The Socializing Context cluster analysis – Strongly Agree+Agree %

FACTOR 2 -The Socializing Context	Cluster			
Agree and Strongly Agree	1	2	3	4
My parents/carers would always encourage me to take an interest in the countryside and nature.	95.8	84.4	52.6	3.7
My parents/carers were very interested in pursuing activities in the countryside	93.1	79.3	41.8	2.2
Friends at school were interested in activities in the countryside	59.4	42.3	27.7	11.8
At school I was always interested in most topics about the countryside.	81.7	63.6	40.2	24.4
Children's stories always seemed to involve reference to the countryside or nature.	62.2	50.1	38.6	31.5
When I was growing up we regularly watched programmes about nature and the countryside at home.	57.1	45.6	24.1	15.7
Average for factor/ cluster	74.9	60.9	37.5	14.9

($\chi^2 = 2498.7$, df = 12, p = .000), ($\chi^2 = 2349.8$, df = 12, p = .000), ($\chi^2 = 679.3$, df = 12, p = .000) ($\chi^2 = 757.9$, df = 12, p = .000),

($\chi^2 = 318.8$, df = 12, p = .000) ($\chi^2 = 371.1$, df = 12, p = .000), ($\chi^2 = 264.4$, df = 12, p = .000)

8.4.3 Factor three – The Media Context

The Media Context represented greater uniformity across the clusters. Clusters one and two appeared to be more responsive to the media context but with clusters three and four significantly agreeing that the media has influenced them. In the absence of earlier socializing influences this suggests that the media has had a more comprehensive role in the development of countryside visit behaviour χ^2 ($p < .001$) in clusters three and four. Cluster four, for instance indicated agreement with the notion that the press or TV had helped them to

understand and enjoy visits to the countryside at a similar level to groups one and two who had received early socialization (Table 8-5).

Table 8-5 Factor 3 Media Context cluster analysis – Strongly Agree + Agree %

FACTOR 3 Media Context	Cluster			
Agree and strongly agree	1	2	3	4
Items in the press or on T.V. have helped me to understand and enjoy my visits to the countryside in the UK	49.4	48.3	24.1	44.6
I can think of occasions when I have read something or watched a TV programme that has encouraged me to make a trip to the country	77.2	79.3	33.8	57.3
It is interesting to read or see a programme about somewhere that I have visited or about to visit.	88.3	91.5	73.0	80.5
In films and TV programmes the countryside can provide real atmosphere to a story.	83.3	85.1	43.6	61.7
Average for factor/ cluster	74.6	76.0	43.6	61.0

($\chi^2 = 90.1$, df = 12, p = .000), ($\chi^2 = 313.3$, df = 12, p = .000), ($\chi^2 = 118.7$, df = 12, p = .000), ($\chi^2 = 302.6$, df = 12, p = .000)

8.4.4 Factor four – Countryside Knowledge

The level of cognitive engagement and aspiration towards the countryside was significantly higher in groups one and two. Cluster four also demonstrated a high level of interest in knowing more about the countryside and actively engaging in a more 'natural' life style (Table 8-6).

Table 8-6 Factor 4 Countryside knowledge cluster analysis – Strongly Agree+ Agree %

FACTOR 4 Countryside knowledge	Cluster			
Agree and strongly agree	1	2	3	4
I would like to get more involved with the protection of the countryside	43.8	34.7	20.3	24.1
Growing my own food and living more naturally really appeals to me	72.5	59.9	43.3	49.2
I would like to know more about nature in the countryside.	60.1	51.7	26.7	40.5
I enjoy the thought of living in a remote country cottage	53.8	42.7	35.9	38.0
Average for factor / cluster	62.1	51.4	35.3	42.6

($\chi^2 = 154.9$ df = 12, p = .000), ($\chi^2 = 72.9$, df = 12, p = .000), ($\chi^2 = 138.1$, df = 12, p = .000), ($\chi^2 = 139.7$, df = 12, p = .000)

8.4.5 Factor five – Controlling Influences

The external control influences are likely to have a greater effect on clusters three and four, who have lower frequency of visits. Cluster four is particularly interesting, as a group, they exhibit moderate levels of visitation to the countryside and have developed an interest in it during adulthood, but they are significantly influenced by short term considerations surrounding specific visits such as the opinions of friends, the weather and consideration of alternative uses of leisure time (Table 8-7).

Table 8-7 Factor 5 Controlling Influences cluster analysis- Strongly Agree+Agree %

FACTOR 5 - Controlling Influences	Cluster			
	1	2	3	4
Agree and strongly agree				
The weather has to be good for me to visit the countryside	25.4	27.4	41.2	38.2
It is usually my friends or family that suggest and organise an activity in the countryside	12.1	9.8	15.6	13.8
There are always more interesting things to do with friends than visit the countryside.	12.3	12.3	18.5	14.9
I would visit the countryside more if I could walk from home	49.9	51.8	47.0	48.9
Average for factor / cluster	24.9	25.3	30.6	29.0

($\chi^2 = 79.6$, df =12, p=.000), ($\chi^2 = 90.6$, df =12, p=.000), ($\chi^2 = 122.5$, df =12, p=.000), ($\chi^2 = 49.9$, df =12, p=.000)

8.4.6 Factor six – Pragmatic Control

There is little discrimination between the clusters with regard to this factor.

Levels of agreement are relatively low and their role as part of the construct that determines countryside visit behaviour is difficult to identify. The evidence from the data suggests that these variables may represent part of a pattern of beliefs that frame long-term considerations of countryside behaviour, linked to wider social/environmental issues. If so then there is a comprehensive understanding of these issues amongst all clusters that does not seem to have a direct effect upon behaviour (Table 8-8).

Table 8-8 Factor 6 Pragmatic Control cluster analysis – Strongly Agree+ Agree %

FACTOR 6 –Pragmatic_Control	Cluster			
Agree and strongly agree	1	2	3	4
Building affordable housing is more important than preserving the countryside.	9.4	8.9	10.6	11.6
People over-romanticise the countryside, we need building land for a growing population.	7.8	9.3	9.0	11.6
We need to construct more wind turbines in the countryside to make sure we have energy for the future.	37.0	36.8	32.4	34.7
Average for factor/ cluster	18.1	18.3	17.3	19.3

($\chi^2 = 140.3$, df =12, p=.000), ($\chi^2 = 13.4$, df =12, p=.000), ($\chi^2 = 55.2$, df =12, p=.000)

There appears to be a significant variability within each of the factors for each cluster identified. The results of the cluster analysis suggest variability in the socialization process and the effect that this has on later behaviour with regard to countryside leisure visits. The next section uses the factors identified to create a series of structural equation models that explore the interrelationships between the factors and their predictive capacity to towards actual and intended countryside leisure visits

8.5 The Structural Equation Model

Exploratory factor analysis was employed in order to identify latent dimensions within the data set. This procedure resulted in six substantive factors being identified, explaining significant variance in the data. With this knowledge of the underlying variable structure that drives visit behaviour to the countryside, first order confirmatory factor analytic and hypothesised models were developed and tested using Structural Equation Modelling (SEM) (SPSS AMOS v22).

SEM is a technique for simultaneously estimating the relationships between observed and latent variables. It is a versatile technique and can be used to combine factor analysis and regression analysis to identify relationships within a data set. SEM has two components; the measurement model and the structural model (Byrne, 2009). Byrne, (2009) has suggested that confirmatory factor analysis (CFA) of a measuring instrument is most appropriately applied to measures that have been fully developed and their factor structures validated; in this study the structures have been previously validated using exploratory factor analysis.

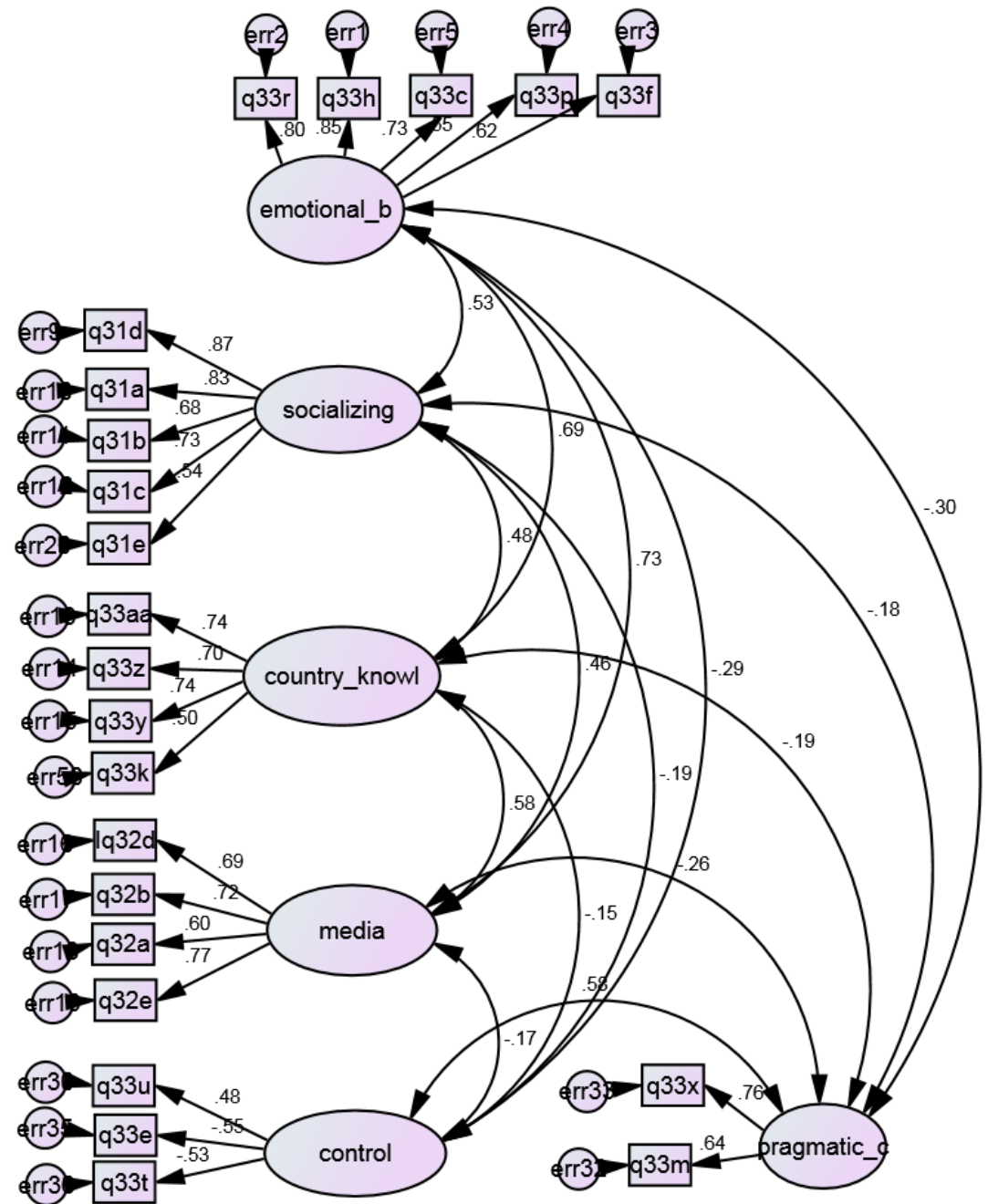
A first order CFA model is designed to test the multi-dimensionality of a theoretical construct (Blunch, 2008) and provides confirmation of the validity of the relationship between the latent variables. The first order CFA model (Appendix 11) and (Figure 8-3) tests the hypothesis that the construct driving behaviour, is multi-dimensional; composed of six exogenous/independent factors, Emotional_B, Social_A, Country_K, Media, Control and Pragmatic_C. Scannell and Gifford (2010), Ramkisson et al. (2012) and Ramkisson et al. (2013), used first order models to test the multi-dimensionality of place attachment in national parks.

The CFA model (Figure 8-3) has good model fit statistics, summarised below (Table 8-9) showing the indices from the model compared to the model fit criteria. The model fit indices and the criteria are discussed later in this chapter when assessing the full structural model.

Table 8-9 CFA Model fit statistics

Model Fit	Indices	Criteria
RMSEA	0.05	<0.08
PCLOSE	0.65	>0.50
NFI	0.92	>0.90
CFI	0.93	>0.90
PNFI	0.71	>0.70
PCFI	0.72	>0.70
Hoelter 0.05/0.01	2775	380/404

Figure 8-3 The confirmatory factor model



The correlations between the factors have been summarised below (Table 8-10). All of the paths are significant (*P*), the strongest correlation is between the media and emotional bond (.727) followed by the relationship between countryside knowledge and the emotional bond (.687). The former represents the affective/cognitive domain while the latter represents the cognitive/affective domain. The variables that load onto these factors include a combination of affective and cognitive dimensions, consistent with the findings of Eagly and Chaiken (1993). The terms ‘cognitive’ and ‘affective’ therefore describe the predominant theme of the factor rather than an absolute definition. The control and pragmatic control factors exert a significant but negative influence on the countryside knowledge, emotional bond and Socializing_C factors. There is a strong positive correlation (.585) between control and pragmatic control however, suggesting a relationship between these two factors.

Table 8-10 CFA correlations

		Estimate	C.R.	P
Socializing context	<--> emotional_bond	.525	19.211	***
Socializing context	<--> country_knowledge	.483	17.161	***
country_knowledge	<--> media	.577	19.090	***
country_knowledge	<--> emotional_bond	.687	22.029	***
media	<--> emotional_bond	.727	23.334	***
Socializing context	<--> media	.463	16.980	***
media	<--> control	-.169	-5.407	***
pragmatic_control	<--> control	.585	11.705	***
country_knowledge	<--> control	-.150	-4.778	***
Socializing context	<--> control	-.195	-6.370	***
emotional_bond	<--> control	-.292	-8.964	***
pragmatic_control	<--> media	-.258	-8.814	***
pragmatic_control	<--> country_knowledge	-.192	-6.753	***
pragmatic_control	<--> Socializing context	-.176	-6.551	***
pragmatic_control	<--> emotional_bond	-.296	-10.204	***

The regression weights for the variables that constitute the factors in the CFA model are described in the following table (Table 8-11). The weightings are all relatively strong and in excess of the .40 level recommended by Schumacker and Lomax, (2004).

The variable q33n (*'We need to construct more wind turbines in the countryside to make sure we have energy for the future'*) was excluded from the CFA analysis because it had a weak loading ($<.50$) onto the Pragmatic_C factor evident from the EFA analysis. However its theme is consistent with the factor and including it in a second CFA made no difference to the model fit statistics (RMSEA = .052 and PCLOSE= .065). The variable was therefore included in the development of the structural models.

The six factors identified from the exploratory and confirmatory factor analysis have been used to construct three hypothesized full structural models described in the next section, in order to evaluate their predictive capability.

Table 8-11 CFA model - standardized regression weights

				Estimate
q31c	At school I was always interested in most topics about the countryside	<---	Socializing context	.728
q31b	Friends at school were interested in activities in the countryside	<---	Socializing context	.684
q31a	My parents/carers were very interested in pursuing activities in the countryside	<---	Socializing context	.830
q31d	My parents/carers would always encourage me to take an interest in the countryside and nature	<---	Socializing context	.869
q33y	I would like to know more about nature in the countryside.	<---	country_knowledge	.740
q33z	Growing my own food and living more naturally really appeals to me	<---	country_knowledge	.702
q33aa	I would like to get more involved with the protection of the countryside	<---	country_knowledge	.736
q32e	I can think of occasions when I have read something or watched a TV programme that has encouraged me to make a trip to the country for a walk or some other activity	<---	media	.768
q32a	Items in the press or on T.V. have helped me to understand and enjoy my visits to the countryside in the UK	<---	media	.603
q32b	It is interesting to read or see a programme about somewhere that I have visited or about to visit	<---	media	.719
q32d	In films and TV programmes the countryside can provide real atmosphere to a story	<---	media	.695
q31e	Children's stories always seemed to involve reference to the countryside or nature	<---	Socializing context	.536
q33u	The weather has to be good for me to visit the countryside	<---	control	.478
Q33e	There are always more interesting things to do with friends than visit the countryside.	<---	control	-.552
Q33t	It is usually my friends or family that suggest and organise an activity in the countryside	<---	control	-.529
q33c	The countryside has a relevance to my life and who I am	<---	emotional_bond	.729
q33x	People over-romanticise the countryside, we need building land for a growing population	<---	pragmatic_control	.763
q33m	Building affordable housing is more important than preserving the countryside	<---	pragmatic_control	.638
q33p	I like a walk in the country with a view	<---	emotional_bond	.550
q33k	I enjoy the thought of living in a remote country cottage	<---	country_knowledge	.501
q33f	I enjoy the countryside most when it is quiet with few people around	<---	emotional_bond	.624
q33h	I enjoy being in the countryside, it really raises my spirits	<---	emotional_bond	.850
q33r	I get peace of mind from being in the country	<---	emotional_bond	.800

8.6 Three alternative structural models.

This thesis proposes that the media has a significant effect upon countryside leisure visit behaviour compared to other forms of socialization. Following from the exploratory and confirmatory factor analysis of the data there were three possible scenarios in which media influence can be explained:

These three scenarios, represented by the hypothesized full structural models in Appendices 12-14 were tested using SEM:

1. Behaviour towards leisure countryside visits (actual and intended) is a direct result of the correlated effect of the six factors. (Appendix 12). This approach makes no assumptions about the primacy of cognitive/affective responses influencing behaviour towards the countryside and is consistent with Azjen's theory of planned behaviour (Ajzen, 2005).
2. Behaviour towards leisure countryside visits (actual and intended) is catalysed by the Emotional Bond (Affective/Cognitive) which in turn is influenced by the other five correlated latent factors. (Appendix 13) The possible catalysing role of the emotional dimension is consistent with position of Low and Altman, (1992) in their discussion of place attachment. This is also consistent with the primacy of spiritual engagement with the countryside suggested by Sharpley and Jepson (2011) and Jepson and Sharpley (2014). Kaplan and Talbot (1983) and Eagly and Chaiken (1993) suggest that there is no fixed and consistent framework of belief processes and responses that determine behaviour and that cognition may precede affect and vice versa depending upon the attitude object in question. Because countryside is a pervasive subject introduced from the earliest stages of childhood in various forms, in this context the affective domain is probably how most people are

introduced to the countryside even if parents and carers did not encourage active engagement with it. Thus affective processes were at work from an early stage in development and the affective response possibly has a catalysing effect upon both intended and actual behaviour.

3. Behaviour towards leisure countryside visits (actual and intended) is catalysed by the cognitive/affective latent factor, Countryside Knowledge which in turn is influenced by the other five correlated latent factors. (Appendix 14). This is a reverse proposition to scenario two, in this third scenario knowledge and understanding of the countryside act as catalyst for the emotional processes forming intentions and actual behaviour in the countryside. This reflects the more cognitive relationship proposed by Proshansky et al. (1983) in their definition of place identity.

These scenarios reflect the research previously conducted into the primacy of the affective/cognitive domains but the intention is not to advocate a domain from which attitudes are derived but to understand the relationship of media to these domains and the behavioural outcome in terms of countryside leisure behaviour.

Blunch (2008) has cautioned that constantly revising SEM models to improve model fit increases the risk of 'tailoring' to one specific data set thereby creating problems for wider applications of the model. The three scenarios posited are intended to identify the best model for explaining the role of media in countryside visit behaviour and based upon theoretical considerations of the relationship of attitudes to intended and actual behaviour, revisions to the

models were kept to a minimum. The variables included in the three SEM models are described in (Table 8-12 -Table 8-14); variables removed from the SEM model in order to improve model fit after the first iteration are described in italics.

Table 8-12 Variables used in SEM model - Socializing context

Question no.31	Please indicate how strongly you agree or disagree with the following statements. Statements in bold are included in all models, statements in italics removed from all models
31a	My parents/carers were very interested in pursuing activities in the countryside
31b	Friends at school were interested in activities in the countryside
<i>31c</i>	<i>At school I was always interested in most topics about the countryside.</i>
31d	My parents/carers would always encourage me to take an interest in the countryside and nature.
31e	Children's stories always seemed to involve reference to the countryside or nature.

Table 8-13 Variables used in SEM model - Media context

Question no.32	Please indicate how strongly you agree or disagree with the following statements
32a	Items in the press or on T.V. have helped me to understand and enjoy my visits to the countryside in the UK
32b	It is interesting to read or see a programme about somewhere that I have visited or about to visit.
32d	In films and TV programmes the countryside can provide real atmosphere to a story.
32e	I can think of occasions when I have read something or watched a TV programme that has encouraged me to make a trip to the country for a walk or some other activity.

Table 8-14 Variables used in model- Countryside attitude statements

Question no. 33	How strongly do you agree or disagree with the following statements 1= Strongly Disagree, 5= Strongly agree
33e	There are always more interesting things to do with friends than visit the countryside.
33f	I enjoy the countryside most when it is quiet with few people around.
33h	I enjoy being in the countryside, it really raises my spirits.
33k	I enjoy the thought of living in a remote country cottage
33m	Building affordable housing is more important than preserving the countryside.
33n	We need to construct more wind turbines in the countryside to make sure we have energy for the future.
<i>33o</i>	<i>Some types of countryside interest me more than others, e.g woodland, moorland.</i>
33p	I like a walk in the country with a view
33r	I get peace of mind from being in the country.
33t	It is usually my friends or family that suggest and organise an activity in the countryside
33u	The weather has to be good for me to visit the countryside
33x	People over-romanticise the countryside, we need building land for a growing population.
33y	I would like to know more about nature in the countryside.
33z	Growing my own food and living more naturally really appeals to me
33aa	I would like to get more involved with the protection of the countryside

Variables described in italics were removed from the analysis after first iteration

8.7 Model Specification

Model specification is the first step in structural equation modelling and is driven by theoretical considerations as well as the results from previous analysis.

SPSS AMOS offers a graphical means of constructing the models which is used in this analysis. In the three structural models there are 23 observed variables described in rectangles and six latent variables described in ellipses, the endogenous/dependent variable is also described in an ellipse. Two models are modified so that there are five latent variables, loaded onto one predictor variable (Country_K or Emotional_B).

The observed variables were connected to the latent variables via regression paths, the line and arrows in the diagram illustrating the predictive intention of the model. Co variance connections are made with curved arrows between each latent variable based upon the assumption that there is correlation between these variables in their effect upon the predictor and dependent variables.

The latent variables entered into the model are:

1. The Emotional Bond = Emotional_B
2. The Socializing Context = Socializing_C
3. Countryside Knowledge = Country_K
4. The Media Context = Media
5. Controlling Influences = Control
6. Pragmatic Control = Pragmatic_C

The latent variables are unobserved (derived from factor analysis) and have no definite scale of measurement; the origin and unit of measurement are arbitrary. In order to define the measurement model correctly the origin and unit of

measurement must be clarified. The origin of a latent variable is usually assumed to have a mean of 0 (Schumacker and Lomax, 2004) this is set in the analysis properties dialogue box for AMOS '*Estimate means and intercepts*'.

The unit of measurement (variance) can be set using two different approaches. To compare the factor loadings and interpret the parameter estimates a single variable factor loading of 1 can be set for each latent variable. This is often referred to as a reference variable because all other observed variables for that latent variable are interpreted in relation to its unit of measurement. Another option is to assume that the latent variables have a standardized unit of measurement and fix the latent variable variance to 1 (Joreskog and Sorbom, 1989).

The unit of measurement was set by attributing a factor loading of 1 for each observed variable, in AMOS the regression path between each observed variable and latent variable was selected and 1 entered into the dialogue box.

Structural Equation Models represent an 'approximation of reality' (Byrne, 2009) and the presumption of error (err) in the measurement of the variables is anticipated by the inclusion of an error parameter for each variable. The independent variables are acknowledged as being imperfect indicators of the latent variable, a feature of social science research generally (Schumacker and Lomax, 2004). Using more than one indicator to measure the latent variable makes it possible to assess the connection between the indicators and the latent variable more accurately and model identification will generally not be possible without more than one variable per latent variable.

Error is not assumed to occur in the dependent variables and anomalous variance is termed residual error (res) but still refers to the errors or imperfect

relationships between the independent and dependent variables where there is unexplained 'disturbance' in the prediction of variance and co variance.

8.8 Model identification

Following the specification of the structural equation models, the next step is to determine whether the model can be identified. The model must be assessed on the basis of the sample data contained in the variance-covariance matrix, implied by the model specification and the theoretical model implied by the population. In order to predict behaviour in the countryside for leisure purposes, specified in the structural model, it is important to determine whether the factor loadings, measurement errors, structural coefficients and prediction errors can be estimated (identified). In the model some parameters have been fixed in order to resolve the origin and unit of measurement problem (for instance Media =Q32b fixed at 1), the remaining parameters are free to be estimated against this parameter. The number of free parameters to be estimated must be less than or equal to the number of distinct values in the sample variance-covariance matrix created in the model, in AMOS these are referred to as 'Sample moments'. The models for this study are 'over-identified' because for each model there are more sample moments in the variance-covariance-matrix than free parameters, resulting in a good level of degrees of freedom (DF) for each (Table 8-15).

Table 8-15 Model identification indices

	Parameters	Free parameters	Sample moments	DF
Model 1 All variables predict Behaviour	167	90	299	209
Model 2 Affect predicting behaviour	164	82	275	193
Model 3 Cognitive predicting behaviour	164	82	275	193

For most research purposes over-identified structural equation models are preferable to just identified models (Schumacker and Lomax, 2004).

8.9 Model Estimation

Model estimation is based on the notion that the original sample variance-covariance matrix can be completely reproduced if the relations among the observed variables are totally accounted for by the theoretical model. If the model is not properly specified, the original sample variance-covariance matrix will not be completely reproduced. Maximum likelihood (ML) estimation was used when setting the parameters for the analysis properties. ML is regarded as being more robust than other estimation methods such as weighted least squares or generalised least squares (Durbin and Watson, 1951; Fan et al., 1999; Olsson et al., 2000). A guideline for stable ML estimation is sample size which should have a ratio of at least 10:1 to the number of observed variables (Fan et al, 1999). These conditions were met for the 22 item model with an overall sample of 2775.

The maximum likelihood estimates for the three models indicated that all of the parameter estimates for the models are significant ($p < .05$), with the exception of Pragmatic_C predicting Emotional_B. Because these structural coefficients are of substantive theoretical interest they have not been removed from the model.

8.10 Model Testing

The model fit criteria indicates whether the model is statistically significant and has substantive meaning in the identified area of study. There are three criteria in judging the statistical meaning of a theoretical model (Marcoulides and Drezner, 2001). The first criterion is the non-statistical significance of the chi-square test and the root-mean-square error of approximation (RMSEA) values which are global fit measures. Chi square is a classic 'goodness of fit' measure to determine overall model fit. A large chi square and rejection of the null hypothesis means that the model estimates do not sufficiently reproduce sample covariance and the model does not fit the data well. However researchers have emphasised the sensitivity of the chi-square statistic to sample size, large samples tend to produce large chi-square values (Byrne, 2009).

The previous discussion of the application of the Maximum Likelihood method included reference to sample size criteria. From that calculation, it was estimated that the sample should be as least equal to n 260. The data set used for the analysis has a sample base n of 2775 which is relatively large for the calculation of the chi-square statistic and so, in this instance, gives little guidance in determining the extent to which the model fits the data.

The root mean square error of approximation (RMSEA) has been recognised as one of the most informative criteria in covariance structure modelling (Byrne, 2009). Maccallum and Austin (1996) have strongly recommended routine use of RMSEA for at least three reasons:

1. It would appear to be adequately sensitive to model misspecification (Hu and Bentler, 1995).

2. Commonly used interpretative guidelines would appear to yield appropriate conclusions regarding model quality (Hu and Bentler, 1995).
3. It is possible to build confidence intervals around RMSEA values.

A RMSEA value of less than or equal to .05 is considered a good model fit, however Maccallum and Austin (1996) have suggested that higher values should not necessarily disqualify a model; values up to .08, although considered a weak fit, should not be excluded if the underlying theory is sound (Bentler, 2007). In addition to the RMSEA value, its corresponding 'closeness of fit' (PCLOSE) should be considered. The latter tests the hypothesis that the RMSEA is 'good' in the population (specifically that it is $<.05$) however Joreskog and Sorbom, (1989) have suggested that the p-value should be $>.50$.

The second criterion is the statistical significance of individual parameter estimates for the paths in the model, which are critical values computed by dividing the parameter estimates by their respective standard errors. This is referred to as a *t* value or critical value (critical ratio in AMOS) and is typically compared to a tabled *t* value of 1.96 at the .05 level of significance.

The third criterion considers the magnitude and direction of the parameter estimates, paying particular attention to whether a positive or a negative coefficient makes sense for the parameter estimate.

Each hypothetical model will be considered against these criteria.

8.11 Model 1 All variables predict Behaviour

The model met the criteria for an acceptable model with a RMSEA value of .050 but PCLOSE .426, below the recommended value of >.50. One path was non-significant Country_K--> Behaviour (.810) all other paths were significant. The path Country_K ---> Behaviour was also extremely weak (.008) as a direct predictor of behaviour. The parameter estimates were all statistically significant, however some values were low <.40. Values above >.40 are generally considered acceptable unless there is a sound theoretical reason for including values below this level. Ideally values should >.50 (Byrne, 2009). The following variables were removed from the model (Table 8-16):

Table 8-16 Variables removed from Model 1

Removed from the model	Regression weights
Emotional_B Q33o	.38
Socializing_C Q31c	.33

8.12 Model 2 Affect predicting behaviour

The model did not meet the criteria for an adequate model, the RMSEA value was .054 but the PCLOSE was non-significant at .000. One path Pragmatic_C ---> Emotional_B was non-significant (.920). All other parameters were statistically significant >.50 however some of the values were low and some variables were therefore removed from the model (Table 8-17):

Table 8-17 Variables removed from Model 2

Removed from the model	Regression weights
Emotional_B Q33o	.18
Emotional_B Q33f	.40
Socializing_C Q31c	.35

8.13 Model 3 Cognitive predicting behaviour

The model did not meet the criteria for an adequate model, the RMSEA value was .058 but the PCLOSE was non-significant at .000. All paths were significant but some of the values were low <.40 and the following variables were removed from the model (Table 8-18):

Table 8-18 Variables removed from Model 3

Removed from the model	Regression weights
Emotional_B Q33o	.18
Emotional_B Q33f	.40
Socializing_C Q31c	.35

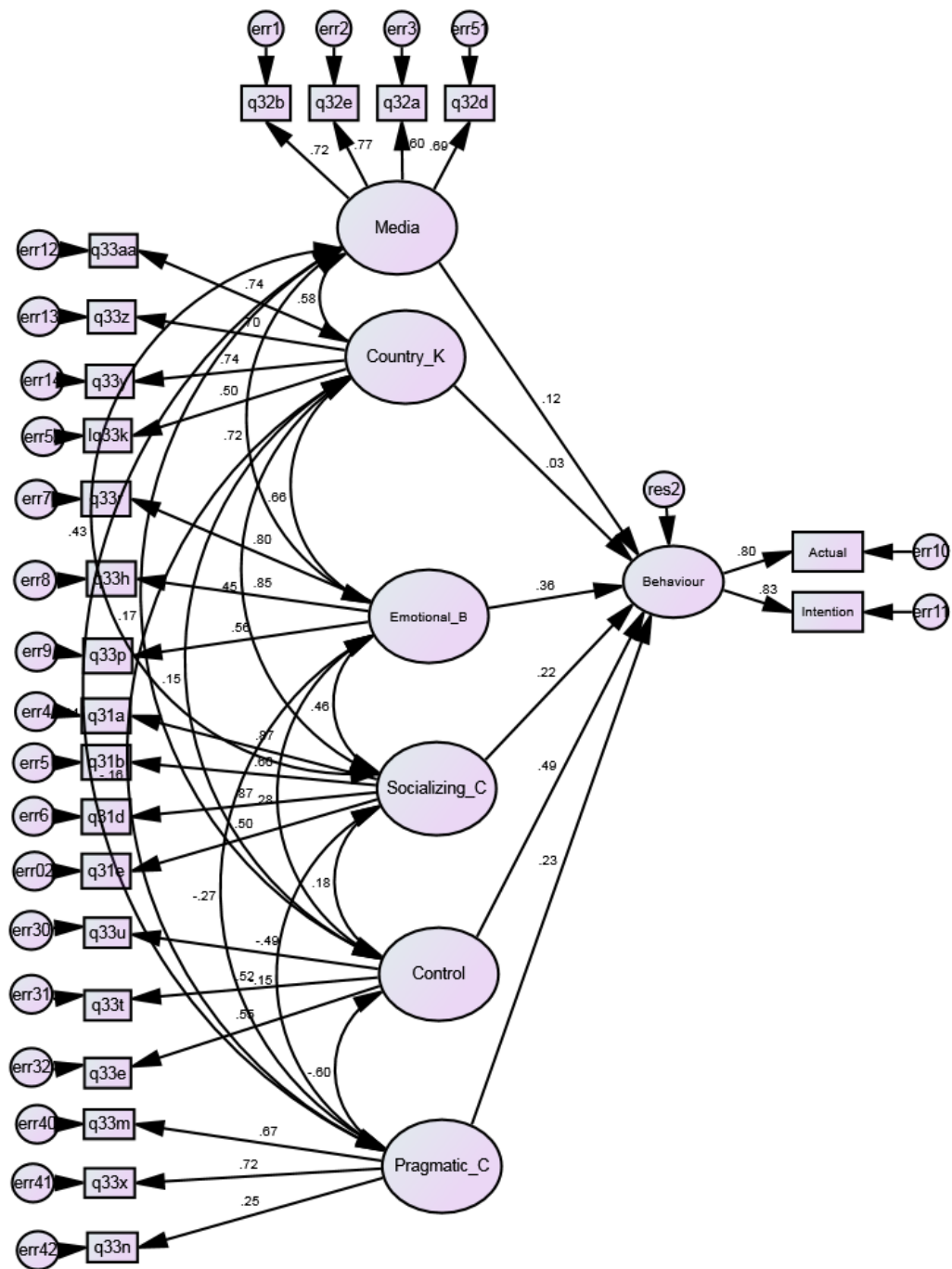
8.14 Model assessment

The models, after revision and the removal of weak variables, previously described were then reassessed to evaluate model fit in each. The model fit and maximum likelihood statistics for each of the revised models are described in Appendices 13-15.

8.14.1 Revised Model 1 All variables predict Behaviour

The revised model (Figure 8-4) met the criteria for a good fit with a RMSEA of .045 and a PCLOSE value of 1.000. However the regression path Country_K ---> Behaviour was non-significant (.368), this was a concern because Country_K, the cognitive/affective variable is an important consideration in the model due to its relationship with Media and Behaviour. All of the remaining paths are significant. The model fit and maximum likelihood estimates for model one are described in Appendix 15.

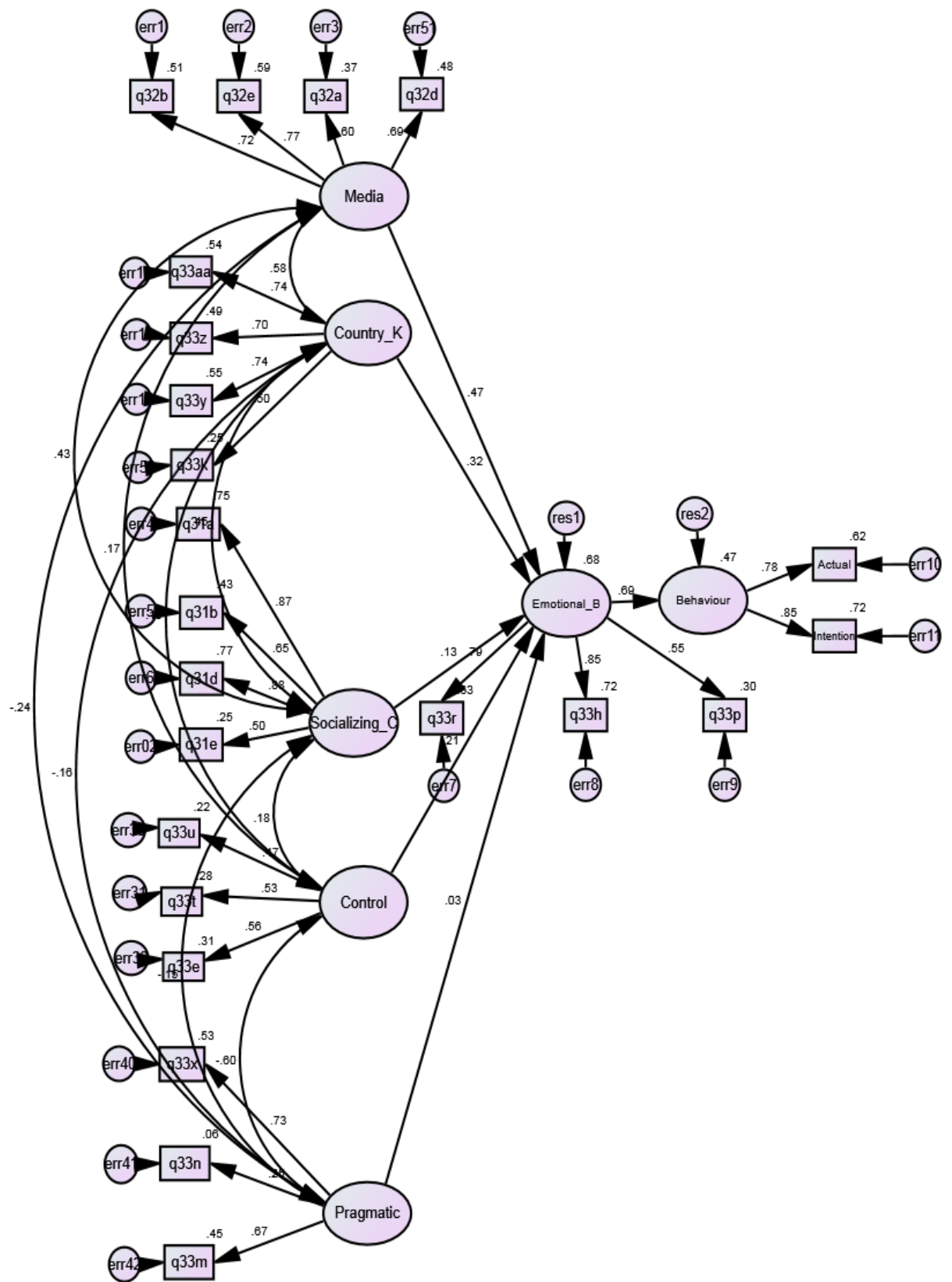
Figure 8-4 Revised Model 1 output- All variables predict behaviour



8.14.2 Revised Model 2 Affective domain predicting behaviour

The revised model (Figure 8-5) met the criteria for a good fit with a RMSEA of .050 and a PCLOSE value of .534. One path was non-significant Pragmatic_C--->Emotional_B (.323). However the Pragmatic_C variable is enigmatic and its nature and relationship with other variables is not critical to the aims of the study even though its role as a less spontaneous, reactive, control mechanism is very interesting and adds to the discussion of intended and actual behaviour in the countryside. All of the remaining paths are significant. The model fit and maximum likelihood estimates for model two are described in Appendix 16.

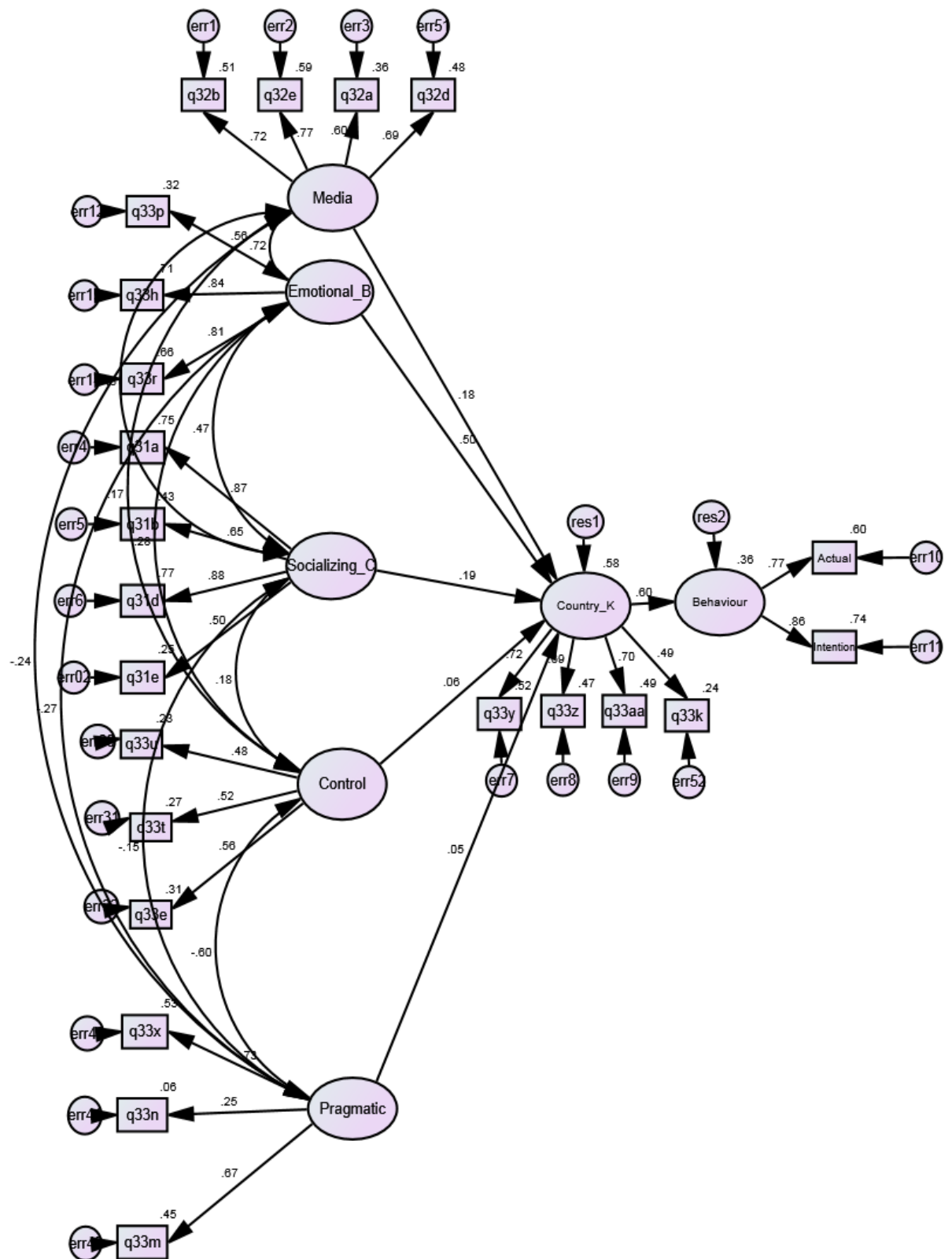
Figure 8-5 Revised Model 2 output - Affective domain predicting behaviour



8.14.3 Revised Model 3 Cognitive domain predicting behaviour

The revised model (Figure 8-6) demonstrated poor model fit. The RMSEA value of this model was .056 but PCLOSE was non-significant (.000). Two of the paths Control ---> Country_K and Pragmatic_C ---> Country_K were non-significant (.109 and .129 respectively). All of the remaining paths were significant. Further revisions to the model were considered ill-advised as this would in effect be 'tailoring' the model to the specific data set and limit the transferability of the findings. The model fit and maximum likelihood estimates for model three are described in Appendix 17.

Figure 8-6 Revised Model 3 output - Cognitive domain predicting behaviour



8.15 Evaluation of the revised models

One model, the 'Affective/Cognitive domain predicting behaviour' (Model 2 - Figure 8-5) met the criteria for a good fit (RMSEA = .05 PCLOSE= 53) with all of the critical paths significant. This model was therefore selected as the means for examining the relationship of media, compared to earlier forms of socialization, influencing countryside visit behaviour with an affective/cognitive predictor of behaviour. The model fit statistics, discussed below are included in Appendix 16.

Bentler's (Bentler, 2007) Normed Fit Index (NFI) represents a tried and tested measure of model fit particularly for larger samples. Bentler revised the NFI to develop the Comparative Fit Index (CFI) to account for larger sample sizes. Values of both NFI and CFI range from 0 to 1.00 and are derived from a comparison of the hypothesised model with the independence (null) model. Values of >.90 are considered representative of a well-fitting model although Abrams and Hogg, (1993) advise a value of >.95. Both values in the AMOS output suggest a well-fitting model according to Bentler's criteria (NFI= .917 and CFI = .927) although slightly outside of the range suggested by Abrams and Hogg (1993).

Model parsimony is measured by the parsimony ratio (PRATIO) proposed by James et al, (1982), with two further measures related to NFI and CFI. The values for PNFI = .711 and PCFI= .718 fall within the range >.70 of acceptable values proposed by James et al (1982).

While the previous statistics provide measures of goodness-of-fit Hoelter (1983) proposes a Critical N (CN) value which proves a measure of the adequacy of the sample size for the model proposed. Hoelter proposed that a value in

excess of 200 is indicative of a model that adequately represents the sample data at CN values of .01 and .05 respectively. The values for the Hoelter values in the AMOS output are .01 = 435 and .05 = 409 suggesting that the sample size of 2775 will allow for adequate model fit.

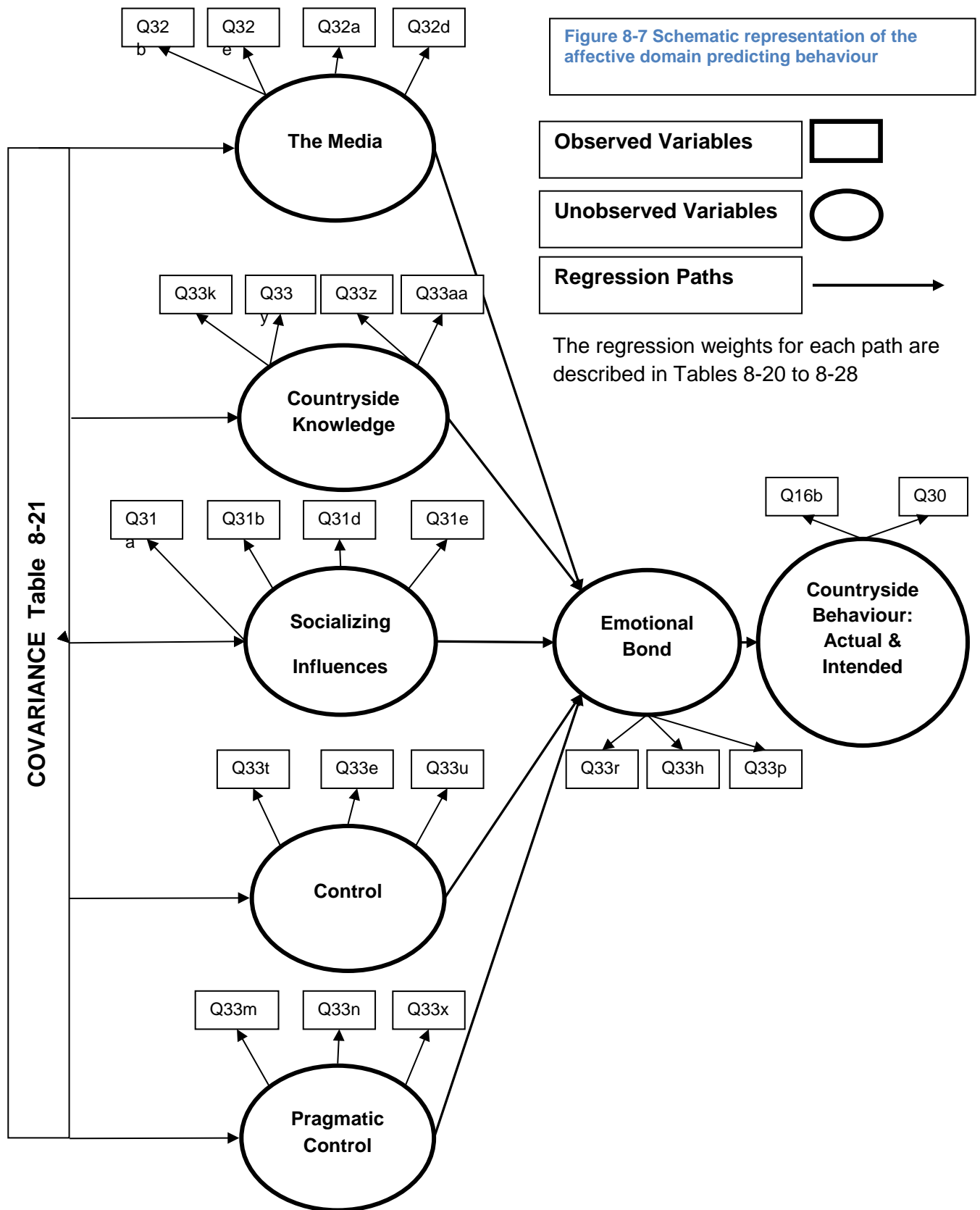
The various measures of model fit and sample size provide confidence in the model parameters (Table 8-19). However, as Byrne (2009) has argued, the interpretation of global fit indices alone cannot encompass all that needs to be known about a model in order to judge the adequacy of fit to the sample data.’ Similarly Sobel and Bohrnstedt (1985) asserted that final assessment of the model must be based on a combination of theoretical, statistical and practical considerations, rather than a singular regard for fit coefficients.

Table 8-19 Summary of Model 2 fit statistics

Model Fit	Indices	Criteria
RMSEA	0.05	<0.08
PCLOSE	0.53	>0.50
NFI	0.92	>0.90
CFI	0.93	>0.90
PNFI	0.71	>0.70
PCFI	0.72	>0.70
Hoelter 0.05/0.01	2775	409/435

8.16 Analysis of the model –Affective/Cognitive domain predicting behaviour

The hypothesis that the media acts as an important influencing factor with other socializing influences to determine intended and actual leisure behaviour in the countryside is supported by the results from the structural equation model 2 (Figure 8-5). The schematic representation of model 2, illustrating the relationships between media and other influences and the affective domain predicting behaviour (Figure 8-7) includes the principal components of the model, but for clarity the actual regression weights from the structural model (Fig 8-5) and covariance are included in the tables that follow.



The affective/cognitive variable 'Emotional Bond' (or 'Emotional_B') is the predictor for 'Behaviour (Intended and Actual)' the other models previously discussed were rejected for poor model fit and/or the non-significance of critical regression paths. Model one tested the scenario of all latent variables acting directly upon behaviour and Model three used the Cognitive/ Affective variable 'Countryside Knowledge' (or 'Country_K') as a predictor variable. The rejection of these models and the validation of the model including the affective/cognitive predictor variable, suggest that the latent variables in the model explain the variation in the data more effectively when catalysed through a predominantly but not purely emotional response to the countryside. The significant paths from the latent variables to the predictor Emotional_B, with standardized values and critical ratios (CR) (Table 8-20) are discussed with their covariances (Table 8-21).

Table 8-20 Regression weights Model 2

Regression weights	Standardized coefficient	C.R.
Media ---> Emotional_B	.467	15.39
Country_K ---> Emotional_B	.319	11.68
Social_C --->Emotional_B	.126	5.86
Control ---> Emotional_B	.207	-5.99
Pragmatic ---> Emotional_B	non-sig.	
Emotional_B ---> Behaviour	.689	21.0

Table 8-21 Covariance Model 2

Covariances			Standardized Coefficient	CR
Media	<-->	Country_K	0.58	18.24
Socializing_C	<-->	Country_K	0.45	16.35
Media	<-->	Socializing_C	0.43	15.55
Socializing_C	<-->	Control	0.18	5.46
Country_K	<-->	Control	0.15	4.59
Media	<-->	Control	0.17	5.26
Pragmatic	<-->	Control	-0.60	-12.89
Pragmatic	<-->	Socializing_C	-0.15	<u>-5.65</u>
Pragmatic	<-->	Country_K	-0.16	-5.90
Pragmatic	<-->	Media	-0.24	-8.40

8.16.1 Countryside Visit Behaviour

The dependent variable (or endogenous factor in SEM) (Table 8-22) is formed from constructs that measure both intended and actual behaviour in the countryside. There is a good correlation between the coefficients for intended and actual visit behaviour in the countryside implying that there is a positive relationship between intention and action. The latent variables which are discussed individually have a significant effect upon the predictor variable Emotional_B which acts as the catalyst for action and intended behaviour.

Table 8-22 Countryside behaviour -The dependent or endogenous factor

The dependent factor - Behaviour	Regression Path Coefficient	C.R.
16b Approximately how frequently have you visited – the countryside for a leisure visit-during the past 12 months	.78	
30 How strong is your intention to visit the countryside for some type of leisure <u>activity</u> , like going for a walk, in the next month.	.85	31.06

8.16.2 Emotional-Bond (Emotional_B

The affective/cognitive latent variable which is formed from constructs relating to countryside providing peace of mind, raising spirits and inspiring views (Table 8-23) is a significant predictor of countryside visit behaviour, as Emotional_B increases by 1 Behaviour increases by .689 (Table 8-20). The results suggest that the affective/cognitive variable has a catalysing effect receiving input from the other variables in the model from which intention to visit or actual visits are formed.

Table 8-23 The Emotional Bond factor variables

The Emotional Bond factor= Emotional_B	Regression Path Coefficient	C.R.
33p I like a walk in the country with a view	.55	
33h I enjoy being in the countryside, it really raises my spirits.	.85	22.69
33r I get peace of mind from being in the country.	.79	22.78

8.16.3 Media

This latent variable is formed from constructs about the influence of TV, film, print material on countryside behaviour (Table 8-24). It represents the strongest predictor of Emotional_B the affective/cognitive variable in effect as Media increases by 1 Emotional_B increases by .470 (Table 8-20). Media also has the highest coefficient value in its covariance with Countryside Knowledge, the cognitive/affective variable, implying a dual significant effect, with media acting on the affective/cognitive domain and providing information and knowledge about the countryside with the effect on the latter being the greater. Media also has a high covariance with the Socializing_C latent, variable (.430) suggesting that the latter has a mediating role, possibly developing and interpreting the output from the media. Covariance with the Control latent variable is a relatively

weak value (.172) implying that while the socialization context has a strong positive relationship with the media the control construct acts as a weak influence. There is a stronger negative covariance relationship with Pragmatic Control which is more difficult to interpret. Perhaps it reflects a deep seated scepticism or alternatively an objective awareness about the competing claims on countryside which has a filtering effect on messages transmitted from the media.

Table 8-24 The Media factor variables

The Media factor= Media	Regression Path Coefficient	C.R
32a Items in the press or on T.V. have helped me to understand and enjoy my visits to the countryside in the UK	.60	19.94
32b It is interesting to read or see a programme about somewhere that I have visited or about to visit.	.72	
32d In films and TV programmes the countryside can provide real atmosphere to a story.	.69	22.50
32e I can think of occasions when I have read something or watched a TV programme that has encouraged me to make a trip to the country for a walk or some other activity.	.77	23.87

8.16.4 Countryside Knowledge (Country_K)

This variable is formed from constructs related to knowing more about the countryside and wanting to engage more closely with it (Table 8-25) it is also a large and significant predictor of the Emotional Bond the coefficient value on the regression path is .320 (Table 8-20). This variable has a strong relationship with the Media latent variable (.577) and has a high level of covariance with 'Socializing_C' (.452) implying the dual role of socialization and media processes in the transmission and reinforcement of countryside interest and knowledge.

There is a weak covariance between Countryside Knowledge and Control (.149) and Pragmatic Control (-.165) these are statistically significant; suggesting that the weather and the opinion of friends may influence visits but perhaps as this is specific to particular occasions this will not substantially effect understanding other than in a purely practical sense, 'is there shelter?', 'can I go alone?' The Pragmatic variable has a slightly stronger level of covariance suggesting this is a more profound negative relationship that possibly has longer term and non-specific implications for visits.

Table 8-25 Countryside Knowledge - Country_K factor variables

Countryside Knowledge factor (Country_K)	Regression Path Coefficient	C.R
33aa I would like to get more involved with the protection of the countryside	.74	24.80
33z Growing my own food and living more naturally really appeals to me	.70	23.11
33y I would like to know more about nature in the countryside.	.74	
33k I enjoy the thought of living in a remote country cottage	.50	16.50

8.16.5 Socializing_C (Socialization)

The role of parents/carers, friends and education are important features of this latent variable, providing encouragement and demonstrating interest in the countryside (Table 8-26). The more direct aspect of educational input to this variable ('At school I was always interested in most topics about the countryside') weakened its predictive power implying that the informal subjective context of family and friends has a more powerful role in influencing attitudes than understanding transmitted through the curriculum. It is a significant predictor of the Emotional Bond (.126) (Table 8-20) but has a more powerful role in its covariance with Countryside Knowledge (.452) and Media

(.430). The home environment and the wider social environment possibly provide a context for the consolidation of information and transmissions from the media acting as a benign crucible in which attitudes towards the countryside are formed.

Table 8-26 Socializing Context – Socializing_C factor variables

Socializing context (Socializing_C)	Regression Path Coefficient	C.R.
31a My parents/carers were very interested in pursuing activities in the countryside	.87	35.06
31b Friends at school were interested in activities in the countryside	.65	25.99
31d My parents/carers would always encourage me to take an interest in the countryside and nature.	.88	
31e Children's stories always seemed to involve reference to the countryside or nature.	.50	25.59

8.16.6 Control

The weather, the opinions of friends and leisure time alternatives, define this latent variable (Table 8-27). The path coefficient Control---> Emotional_B (.207) is relatively strong, the effect may be periodic and not all countryside visits will be weather or socially dependent but immediate, where these circumstances apply. Similarly the influence of friends or family will be specific to the occasion and opinions will be given immediately. The statements that define these variables imply that they are short term, occasion dependent controls that can be negotiated. The covariance values indicate that Control has a significant covariance with Socializing_C (.177) implying that these constraints arise in the domestic and social context, there is a similar effect upon Country Knowledge (.149) which supports the notion that controls are short term and superficial and do not fundamentally change the way people think about countryside leisure. There is also a significant effect in the covariance with Media (.172) implying

that Control may act as a catalyst for receiving and/or interpretation of transmissions.

The covariance with the Pragmatic latent variable is very interesting, negative and very strong (-.60). This result suggests that the rather enigmatic variable Pragmatic_C, forms another dimension of control perhaps acting as a more long term and more profound concept influencing attitudes towards behaviour in the countryside.

Table 8-27 Control factor variables

Latent Variable = Control	Regression Path Coefficient	C.R.
33u The weather has to be good for me to visit the countryside	.47	10.44
33e There are always more interesting things to do with friends than visit the countryside.	.56	
33t It is usually my friends or family that suggest and organise an activity in the countryside	.53	11.29

8.16.7 Pragmatic Control (Pragmatic_C)

This variable (Table 8-28) reflects a wider on-going debate about the role and value of the countryside, which has emerged from the study as a counter-balancing dimension that challenges the notion of the rural idyll and living in rustic country cottages which features in the Countryside Knowledge variable. It has a very weak non-significant effect on Emotional_B with a coefficient value of .030, almost neutral and a very high negative covariance with Control as discussed previously. All of the other covariances are negative. Notably Pragmatic Control has a relatively high negative covariance with Media (-.242) implying a barrier to the reception of ideas from this source but also with Socializing_C, (-.151) and Country Knowledge (-.165). The interpretability of this variable is tenuous; removing this variable adversely affected the model fit

(although the fit statistics still validated the model) implying that it plays a role in the explanation of variance in the data set. Its role as a more profound construct formed about leisure visits in the countryside, with a neutral direct effect on the affective/cognitive variable predicting behaviour but a strong positive effect on Control implies that is a long-term, core belief system influencing behaviour through the Control variable.

Table 8-28 Pragmatic Control - Pragmatic_C factor variables

Pragmatic Control (Pragmatic_C)	Regression Path Coefficient	C.R.
33x People over-romanticise the countryside, we need building land for a growing population.	.73	14.8
33nWe need to construct more wind turbines in the countryside to make sure we have energy for the future.	.25	8.37
33m Building affordable housing is more important than preserving the countryside.	.67	

8.17 Summary

The structural model (Model 2, Figure 8-5) that represented a valid and good model fit, suggests that the media plays a significant role in countryside visit behaviour compared to earlier childhood socialization. It has an important socializing role but its effect is separate from other socializing influences such as family, friends and education. The media has a direct and powerful influence on the predictor variable which is formed from variables which have an affective/cognitive orientation (Emotional_B).

The countryside is a pervasive subject introduced from the earliest stages of childhood through the mediation of parents and carers, the media, school and wider society. The earliest processes are a combination of affective and cognitive inputs that would be difficult to separate into discreet domains of influence. Programmes about the countryside and nature on the television may be watched with parents and discussed by them in an informal and intimate setting where countryside knowledge is acquired and an emotional response formed.

The covariance with the highest value is the Media <---> Country Knowledge relationship followed by the covariance Media <---> Socialization, relationship suggesting that while the media has a direct influence on the predictor variable it also works strongly with other domains. The relationship is probably a more circular rather than the linear process suggested by the structural equation model with the domains interrelated and dependent upon the occasion. Visits to the countryside will usually be predicated on the basis of short term considerations of alternative leisure opportunities, the opinions of friends and the weather, perhaps combined with a more profound belief about what the countryside represents.

Chapter 9 Discussion and conclusion

9.1 Introduction

This study set out to enhance understanding of the influences that drive countryside visit behaviour and the respective influences of childhood socialization and mass media. Attitude theory and in particular Azjen's theory of planned behaviour (Azjen, 2005) were used to develop an appropriate methodology for this research. Various tourism and leisure related studies have used the theory of planned behaviour to investigate the relationship between attitudes and behaviour, (Ragheb and Tate, 1993; Hrubes et al., 2001; Sparks, 2007; Lee, 2009). However, this study is unique because it examines the relative influence of the different aspects of earlier socialization upon the beliefs and attitudes that form intended and actual leisure behaviour in the countryside. Other researchers such as Jorgensen and Stedman (2006) and Scannell and Gifford (2009) have used attitude theory to explain 'sense of place' and place attachment but these studies have not examined fully the factors that form attitudes to significant places. In order to achieve the aims of this research, a survey-based methodology was designed and conducted during 2011-2012 in locations across England. The resulting dataset was used to conduct analysis measuring the relative contributions of media and earlier socializing influences, on countryside visit behaviour.

The chapter begins with some reflections on the significance and wider implications of using the theory of planned behaviour as a framework in this context and a review of the study objectives. It continues with a review of the findings and the contribution of this research to understanding countryside leisure behaviour and finally makes suggestions for how these findings can be

used to develop strategy towards encouraging engagement with the countryside. This is followed by a consideration of the limitations of the study and finally suggestions for further research.

9.2 Reflections on the significance and wider implications of the Theory of Planned Behaviour.

This study aimed to enhance understanding of the antecedents of the processes that drive behaviour towards countryside visit behaviour with reference to the framework of the tripartite structure of attitudes (affect, cognition and conation) and specifically Ajzen's theory of planned behaviour (Ajzen, 2005).

According to the theory of planned behaviour, the main drivers underlying intentions and behaviour extend from behavioural, normative and control beliefs. There are a multitude of variables that may be related to or influence the beliefs that are held by individuals including age, gender, ethnicity, socio-economic status, education, personality and so on. From early childhood, individuals in different physical and social environments will acquire different experiences, information and feedback about a variety of issues that provide the basis for their beliefs and understanding of the consequences of their behaviour, as well as the normative expectations and obstacles that may deter them from specific behaviour.

The theory of planned behaviour acknowledges the role of background factors in influencing behaviour and Ajzen has investigated the role of personality and values (Ajzen, 2005) in this respect. However, he has suggested that although a given background factor may influence behavioural, normative or control beliefs, there is not necessarily a consistently verifiable and universal connection between background factors and beliefs. The relationship between particular

beliefs and background factors is an empirical question dependent upon the context. This study has identified leisure behaviour in the countryside as a context and focused specifically upon the relative influence of media compared to other earlier socializing factors on behavioural, normative and control beliefs and has adopted an empirical approach to measure and verify the relationship. The study has not aimed to measure the predictive ability of background factors compared to beliefs but the relative influence of some critical background factors upon beliefs concerning a specific behaviour. Hrubes et al. (2001) in their research into the prediction of hunting intentions concluded that background factors such as broad values, were weak predictors of hunting behaviour and their effects were mediated by behavioural, normative and control beliefs, an approach consistent with the findings of this research.

In the human-environment literature the tripartite structure of attitudes has been used extensively to understand the meaning that people attribute to the natural environment and its 'sense of place'. Jorgensen and Stedman (2006) developed a model to predict sense of place dimensions which were based upon the tripartite structure using a combination of demographic and pragmatic (ownership property, length of tenure) data combined with beliefs about rural development, vegetation and lake aesthetics. Scannell and Gifford (2009) proposed using the tripartite structure of responses to understand the psychological processes influencing place attachment which Jorgensen defined as an affective response but which Scannell and Gifford (2009), identified as sense of place. This research has found further evidence to support the use of the tripartite structure. The affective, cognitive and behavioural variables, identified from the factor analysis and their relationships, explored with

structural equation modelling, seems to support Jorgensen's proposition that sense of place can be defined by the three attitude dimensions.

The theory of planned behaviour (Ajzen, 2005) and the tripartite structure of sense of place (Jorgensen and Stedman, 2006) provide robust foundations from which to study behaviour such as countryside leisure, however, the complexity of the latter and broader tourism/leisure research generally requires a more respondent led approach for concept definition than that implied by the research paradigm for the theory of planned behaviour. For this study qualitative data from earlier research (Calver, 2017), investigating conceptual understanding, was an important contribution to the survey methodology. It is suggested, therefore, that this approach is advisable for any similar applications of the theory of planned behaviour in the tourism/leisure field of study.

9.3 Review of Objectives

Evaluate the relationship between, mass media and socialization, control and normative influences.

The high level of correlation between the media variable and the socialization variable suggests that while they work independently, they are closely related in their effect on variance in the data. The findings confirm the results of previous research (Grusec and Hastings, 2014), which describes the important role of media in early and later stages of socialization. However, this research provides a measure of the high level of current media influence on behaviour, compared to the effect of earlier socialization. The control and normative influences were strongly related in their effect on variance and as a result, factor analysis combined them into one variable, which represented a moderating effect upon media influence. The results of the research confirm the importance of the

social context regarding countryside behaviour and the important role played by mass media in the decision-making process.

A variation of the control variable also emerged from the data (Pragmatic Control), which had a neutral influence upon behaviour but demonstrated a negative correlation with the Media, Socializing Influences, Control and Countryside Knowledge. This variable is explained later, in the section discussing the predictive model.

Evaluate how mass media and other forms of socialization, such as parents, peers and education, influence countryside leisure behaviour.

Parents, peers and formal education have an early influence on the development of attitudes towards countryside visit behaviour, however, this research confirms that this influence diminishes with the onset of adolescence. Parents and carers have a catalysing influence on media exposure during childhood, although this control mechanism has been weakened by the evolution of media services which offer 24 hour access, across platforms and technology more readily available to young children. From early adolescence mass media and the moderating influence of peer groups predominantly guide attitudes towards countryside leisure.

Explore the extent to which mass media as a socializing influence, has a discreet effect on countryside leisure behaviour.

Beliefs about mass media influence on countryside visit behaviour combined to form a separate factor; implying that media has a discreet effect, separate from other factors, such as socialization and control. Furthermore, beliefs about countryside leisure behaviour formed two constructs. One construct (Countryside Knowledge), represented cognitive/affective beliefs and the second (The Emotional Bond) represented affective/cognitive beliefs. The synergistic relationship between the cognitive and affective domains, suggested

by the constructs is consistent with previous studies (Eagly and Chaiken, 1993). Media influence, Countryside Knowledge, Control and Socializing Influences, have varying, positive correlations with the Emotional Bond which acts as a catalyst, influencing leisure behaviour in the countryside.

Appraise the different patterns of visit behaviour amongst countryside visitors and the evidence for socializing affects that may cause these differences.

The evidence from the regression analysis conducted in Chapter 7 indicated that the interest of parents and carers pursuing activities in the countryside was a good predictor of countryside leisure visits whereas their encouragement was not. This seems to imply that behaviour led by example is more effective than behaviour that is simply encouraged. Where respondents agreed that the content of children's stories contained references to countryside this also predicted positive behaviour towards the countryside. The framing of this question with others about the influence of family suggests that these constructs are related. The latter view is supported by the responses to the question about regularly watching programmes about nature and the countryside at home, when growing up, which were strong predictors of countryside behaviour. Interest in topics about the countryside at school was also a good predictor of countryside behaviour.

Four distinct visitor sub-groups or segments were identified in the data displaying characteristics and behaviour that was consistent within the sub-groups but distinctive from other sub-groups. The results demonstrated significant variation in visit frequency and the influence of media, friends and family upon countryside visit behaviour. The data revealed that there were sub-groups for whom interest in countryside leisure only developed during adulthood, this reflects similar findings by McGuire et al. (1987). However, this

research has identified the minimal influence of parents and carers as a major contributory factor to this phenomenon and the significant influence of the media that can encourage later interest.

Factor analysis was used to understand the latent drivers of countryside visit behaviour and identify coherent belief paradigms. Six factors were identified which explained a significant amount of variability in the data, 'The Emotional Bond', 'The Socializing Context', 'Media context', 'Countryside knowledge', 'Controlling influences' and 'Pragmatic control'. Further analysis was conducted in order to investigate any variation of belief within the subgroups of visitors previously identified. The results identified significant differences among some of the sub-groups on key belief paradigms that formed the factors.

Develop a predictive model describing the relationship between socializing factors, normative and control variables and countryside leisure behaviour.

Three structural models were analysed, the first loaded all of the latent factor variables upon the dependent variable, countryside visit behaviour. The second used the catalytic effect of the emotional bond and the third used the catalytic effect of the cognitive latent variable. The model with the best fit characteristics was the second model, which identified a strong positive and significant relationship between the emotionally orientated domain and behaviour towards the countryside.

Similar findings regarding the strong predictive capacity of the affective domain regarding behaviour were reported by Hinds and Sparks (2008) and Kals and Maes (2002). Pooley and O'Conner (2000) also demonstrated that the emotional domain can be both an important predictor of environmental attitudes and rated as more important by participants, relative to cognitions, in forming attitudes to environmental issues and behaviour.

Media effect represents the strongest predictor (Figure 9-1) of the affective domain (Emotional-B) followed by the influence of the cognitive domain, (Country-K) and Control factors. The socializing influence, (Socializing_C) was apparently the weakest of these four latent variables identified from the data by factor analysis. The primacy of media may be explained by the fact that it is current and more pervasive compared to the long term effects of early family or educational influence.

Socialization is the process by which the very young are instructed to behave in ways that conform to the norms of their family group. It is a process that will invariably have its maximum effect during childhood and adolescence although socialization after childhood appears to continue through the agency of the media and important others rather than the immediate family (Brim and Wheeler, 1966).

The media therefore has a long-term role that either modifies existing patterns of behaviour largely introduced by family, education and earlier media exposure, or possibly promotes new patterns in an evolving social and cultural context. The significant sub-group identified from the research that had developed later, post-adolescent interest in countryside and exhibited regular engagement with the countryside agreed with the belief statements that media had in some way inspired them.

Countryside knowledge, the cognitive domain which consists of beliefs about getting more involved with the protection of the countryside, home grown food, knowing more about nature and living in the countryside, involves knowledge often acquired through the media, hence the high level of correlation between the two variables. This dual effect of media and family has been discussed by

Hoffner et al., (2008) who conducted research into the effects of television and family influence and concluded that both play a role in the process of developing attitudes to behaviour at work.

The media therefore has a pervasive and enduring role unlike the relatively short term influence of family or educators. The evolution of social media has potentially enhanced this overall effect with the development of media content by various interest groups creating their own material and also transmitting material derived and possibly edited from other sources.

While early socialization has a relatively weak direct effect upon the emotional response to the countryside amongst adults, it has high levels of correlation with media and the cognitive-based variables, suggesting that for some groups the early introduction to the natural environment influences the two variables in later life. Patterns of media behaviour, interest in topics about the natural environment or simply being more receptive to portrayals of the natural environment in drama programmes may be due to this early conditioning.

Similarly, present knowledge and understanding of the countryside may be built upon a foundation of awareness established by family engagement and interest. However, as discussed previously, there are groups that have no such foundation from early socialization and derive their interest almost exclusively from the media, with additional influence from friends and peer groups.

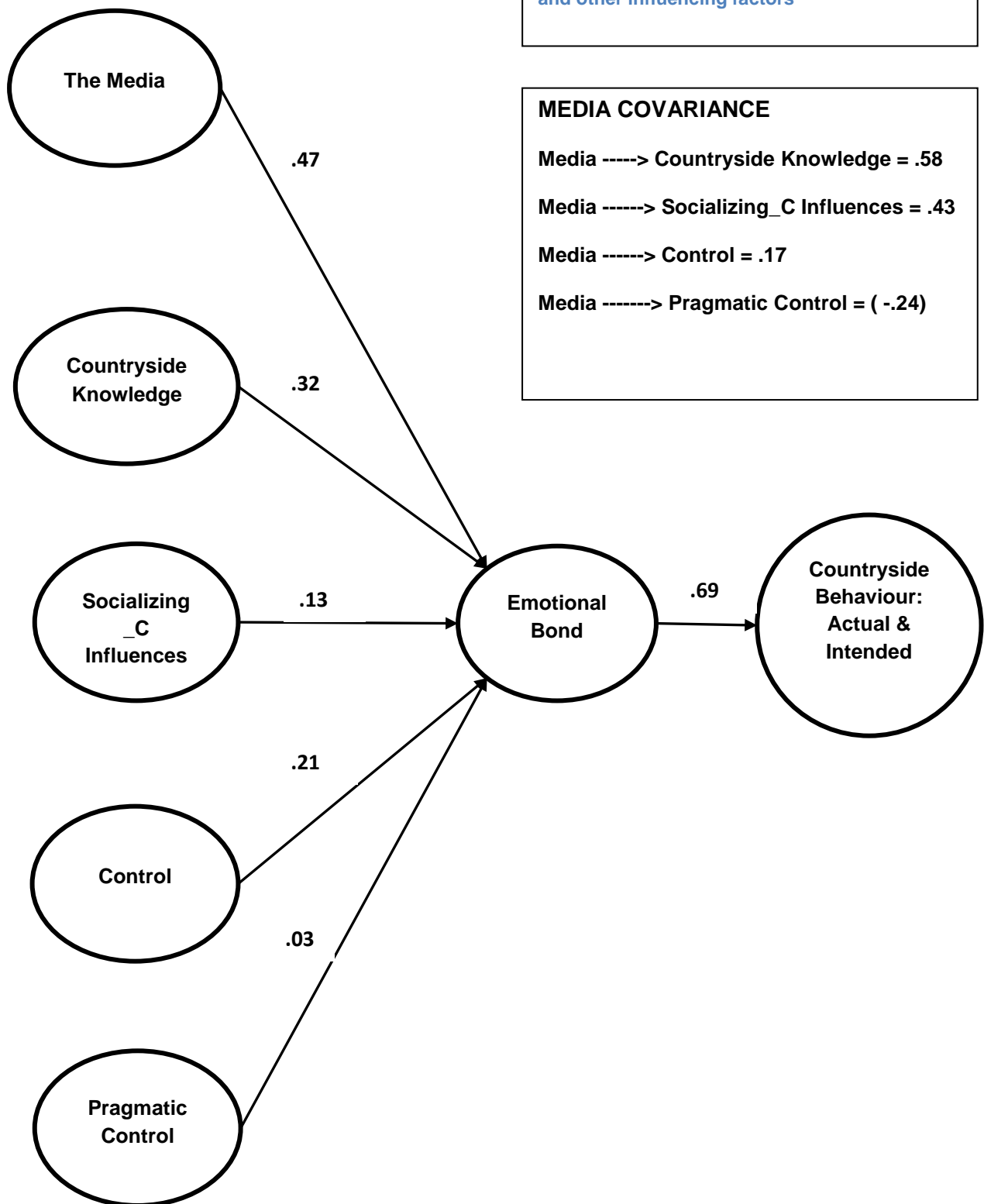
These results suggest that the stimulation of interest in countryside engagement does not cease at the onset of adulthood and that the media has an important role to play in the development of ideas and constructs regarding the relevance of countryside engagement.

The media, countryside knowledge and early socialization have a significant and enduring effect on the affective domain which predicts countryside behaviour. Control factors such as the weather and the influence of social groups have an effect that is specific to the occasion, therefore the influence of control factors appears to be weak compared to the affective/cognitive, socialization and media variables. The control variable which consists of beliefs about the influence of the weather, family and friends has an almost equal level of relatively weak correlation with the four previously mentioned variables. The slightly stronger correlation with the socialization variable is, perhaps, a reflection that normative influence and sensitivity to social conventions about compliance or non-compliance with the views of others is a learned behaviour in the same way that other aspects of behaviour are acquired during childhood and adolescence. Media, family and social groups may also exert control influences and vice versa as individuals filter media relayed information according to previously established beliefs, a phenomenon known as confirmation bias (Nickerson, 1998).

The Pragmatic variable which consists of beliefs about the over-romanticisation of the countryside, the need for energy infrastructure and building land has a low and non-significant relationship with the Emotional variable implying that strong agreement with these beliefs does not affect the emotional bond with the countryside or curtail engagement with it. The variable does have a strong correlation with the control variable which implies that pragmatic beliefs about the environment and perceptions of the countryside may affect the influence that family and friends can exert on activities in the countryside. The Pragmatic variable also has a moderately high correlation with the media suggesting that

strong pragmatic beliefs may constrain the effect of media, perhaps again through confirmation bias.

Figure 9-1 The relative influence of the media and other influencing factors



9.4 Attitudes towards countryside leisure behaviour.

Countryside based leisure has a very special appeal for most people in the United Kingdom (Natural England, 2013, 2016); however, the interpretation of trends in visitation has been tenuous, making planning difficult for those with management responsibility for countryside areas. Data compiled by Natural England, reported in the Monitor of Engagement with the Natural Environment (Natural England, 2005, Natural England, 2013, 2016), indicates a slight long term decline in visitation with intermittent fluctuations of increased demand resulting, overall, in a relatively constant level of participation. Further research (Commission for Rural Communities, 2010) suggests that there continues to be a high value placed upon regular engagement with the natural environment by a broad cross section of the population which is driving participation.

Some of the ambiguity in the trends may be explained by the different visitor perceptions of what constitutes countryside. For instance, a trip to the coast is often regarded by visitors as a specific category and not included as a countryside visit. Similarly taking the dog for a walk in a natural area adjacent to urban housing is similarly discounted by many. The difficulties of countryside definition generally have been identified by Bunce (1994) with regard to general explanations of the phenomenon and Swanwick (2009) has expressed similar views on the complexity of comprehensively defining land and landscape and the issue of varying meanings of landscape to different communities and interest groups.

9.5 Factors influencing the attitudes of sub-groups towards countryside leisure visits.

The future management of the countryside will depend upon a good understanding of the influences that shape attitudes towards country based

leisure behaviour. Swanwick (2009, p 70) reflected this need in her assessment of changing public attitudes towards landscape:

'the best way to contemplate possible changes is to consider what demographic, social and cultural factors appear to shape attitudes today and then to speculate about how those factors and the attitudes that result may develop as the present century unfolds.'

This current research analysed the relative influences of demographic, cultural factors and the earlier socializing effect of media, family, friends and education on the formation of beliefs about and relationships with the natural environment. These were also the background factors that Ajzen (2005) suggested influenced beliefs, however, he concluded that no general theory of how these background factors related to beliefs could be satisfactorily explained as they were context dependent. The context for this research is leisure behaviour in the countryside with a specific focus on the effect of media compared to other background factors.

Media strategy is particularly significant for organisations involved with the management of the countryside because the media represents the main source of information about rural matters, for an urban-based population (Garrod et al., 2006). Promotion and education represent significant aspects of this strategy, reinforcing existing narratives of countryside, as well as exploring new dimensions and opportunities for countryside engagement.

Current media exposure represented a particularly important component of the background factors influencing countryside behaviour, compared to enduring socializing influences introduced earlier in life by family, friends, early media

exposure and education. Some sub-groups discounted the influence of family, friends and education altogether.

Three sub-groups had some level of agreement with the direct, positive influence of various forms of media on their decisions to visit the countryside, one group remained ambivalent about the influence and this group had the lowest level of visitation amongst the sub-groups. Perhaps of greater significance was the clear evidence in the data for a division between those who had developed their interest from an early age, usually with the guidance of family members and those with no such guidance but who reported interest in the countryside developing in adulthood. 'Late developer's' reporting strong intention to visit the countryside and regular visits also indicated the positive influence of media on their behaviour.

This phenomenon appears contrary to the conclusions of some authors such as (Thompson et al., 2007) who suggested that greater exposure to experiences of the natural environment as a child meant a higher likelihood of later adult visits whereas not visiting as a child was associated with a very low likelihood of later adult visits. Hinds and Sparks (2008) also identified the strength of bonds with the natural environment developed from childhood. The conclusions are not directly comparable as Thompson et al. (2007), used the recollections of participants' childhood experiences whereas this research required respondents to evaluate the overall influence of family, education and media on interest in the countryside which was cross tabulated with current countryside experience. Hinds and Sparks (2008) also used the comparison between participants who had grown up in rural environments, who showed a more positive inclination towards the natural environment compared to those who had grown up in urban environments.

The difficulties presented by a lack of a clear understanding of what constitutes countryside amongst adults may explain some of the apparent discrepancies in the results of different studies with varying aims. Also other forms of childhood exposure to countryside such as visiting friends resident in rural areas, living in urban areas with easy access to countryside may provide experience that does not appear in the data. However the Jesuitical claims for childhood exposure to the natural environment may not fully explain all adult interest in the countryside and the pervasive and expanding media may have a greater role in adult rural indoctrination than previously implied.

9.6 Contribution of this research

9.6.1 Further validation of Theory of Planned Behaviour Model

This study applied attitude theory and specifically a framework, based on the theory of planned behaviour (TPB), (Ajzen, 2005) which provided good predictive and model fit validity using structural equation modelling (SEM). The final model actually applied, departed from the TPB in some key respects. The use of factor analysis to construct the latent variables for use in the SEM did not discriminate between normative and control variables which included these TPB components into one factor.

The second key difference is the research focus of this study on the socializing background factors that form beliefs and attitudes towards countryside leisure visit behaviour.

This study has developed a series of attitude dimensions, beliefs which can be used in further studies of countryside research. These dimensions are based on the experience of visitors and those who use the countryside for leisure

purposes and provide an important insight into the considerations that apply to countryside leisure decisions.

The broader application of the tripartite structure of attitudes to define sense of place as a composite of cognitive, emotional and behavioural beliefs was largely validated by the results of the study suggesting that this is a legitimate basis upon which to build further research into human-environment relationships in a leisure context.

9.6.2 The definition of countryside

The emotional bond that people associate with specific types of countryside is an important dimension in the understanding of behaviour towards it. The Natural England study (Natural England, 2013) provides a comprehensive measure of the UK's relationship with the natural environment. However, the emotional bond that seems to be responsible for directing leisure behaviour in the countryside is not fully explained or developed in the Natural England data. Other studies have examined the emotional bond and 'sense of place' but not empirically or from the leisure visitors' perspective. This study contributes to a better understanding of the implications of the emotional bond that people have with the countryside offering an empirical basis for its effect which can assist in the planning for rural areas and the management of the countryside. For instance, the current debate about the use of green belt land for development is often predicated on the basis that some of the land is degraded and lacks aesthetic appeal. Many people would agree with the assessment of the landscape value and may discount it as 'real countryside' but it still fulfils its original purpose as an effective buffer between urban areas and countryside that offers the potential for physical and psychological engagement.

Building upon areas of the green belt may be necessary but where it brings development into the purlieu of countryside, impairing vistas and viewpoints it should be considered very carefully because the adverse effect will last for generations. For instance, the recent proposals to allow fracking under national parks have caused concern because the infrastructure at the boundaries of the parks may be visible from the protected areas destroying the inherent 'sense of place.'

9.6.3 Countryside visitor segments

Using cluster analysis this study identified four sub-groups of visitors to the countryside, which could provide the basis for a more comprehensive segmentation of the visitor population for countryside sites. The sub-groups were used to examine the role of early years' socialisation and the life stage development of interest in countryside leisure which may not appear to be relevant to the needs of organisations managing and promoting access.

However early encouragement by parents and life-stage interest provided strong discrimination between the groups and correlated well with the influence of media. These cluster components have important implications for managing countryside sites, providing a basis for visitor segmentation upon which further socio-demographic, media usage and activity preferences can be built.

The latter approach can make a contribution to a better understanding of rural tourism markets. Visit England has commented on the disparity between the size of the rural tourism offer and the level of demand, *'despite the size and attractions of rural England, the proportion of all overnight trips is relatively low when compared with all overnight domestic trips in England'* (Visit England,

2010) and has cited the need for greater research into the area and to identify more specific markets.

The same is true for the day visitor market. The National Trust in its recent strategy document for the countryside (National Trust, 2015) has cited the need to find new solutions to manage local green space, engaging communities and provide appropriate interpretation and improve the experience for all ages. Understanding the needs and backgrounds of sub-groups of visitors will be a major part of improving engagement and ultimately conserving the places that are special to a largely urbanised society.

The belief paradigms that form the construct of attitudes towards behaviour in the countryside were closely related to a broader construct that embraced interest in history, arts and culture. Respondents who indicated that they were interested in history arts and culture and outdoor activities also agreed strongly that the countryside was part of their personal cultural heritage, suggesting that ideas of countryside are connected to a broader sphere of interest and behaviour related to the humanities, a dimension that can further inform marketing content.

9.6.4 Understand the early and late development of interest in countryside

The findings from this research indicate that there are groups in society who do not receive the support and encouragement towards engagement with the natural environment during childhood and adolescence and have little interest in pursuing leisure activities in the countryside. However, significant groups in the study indicated that their interest in countryside developed in adulthood.

Therefore, while early years' engagement with the countryside is an extremely

important predictor of later behaviour, as demonstrated by many studies, this study suggests that interest can flourish at a later post-adolescent stage.

Organisations involved with managing countryside and encouraging access should develop coherent strategies for engagement that reflect the needs of an urban-based adult population, many of whom have had little or no encouragement during childhood to be interested in the countryside, or may have previously declined interest themselves but are now motivated to be engaged. This study identified the central role of the media as a source of information and inspiration for this group and future strategy to promote and provide information should include extensive use of narratives that can be developed in fiction and non-fictional output through the sponsorship of material for release in film and the Internet.

9.6.5 The influence of media channels, film, television, literature, the Internet

The study did not set out to examine in detail the effects of different types of media upon countryside visit behaviour. However, the central role of film, television and literature, fiction and non-fiction was apparent in the definition of media used by respondents. Three of the sub-groups identified, agreed in some measure with the contention that these various media had encouraged specific visits or influenced their interest in countryside generally. The group with the lowest level of visitation and without early childhood encouragement was neutral rather than negative regarding the effect of media on their limited excursions into the countryside.

The need for a comprehensive media strategy by organisations involved with the conservation and management of access to the countryside is evident from these findings.

Many organisations have traditionally focused upon providing factual information about countryside locations with written descriptions of viewpoints and vistas with only minor regard paid to the visual representation. The primacy of the emotional bond with countryside visit behaviour suggests that more investment is required in visual representations of countryside destinations; a proposition developed by Settekorn (2006) explaining human interactions with nature. A written narrative can convey the spirit of place and childhood reading is often cited by respondents as stimulating an emotional response.

Increasingly, visual communications are becoming the default means by which information is relayed on a variety of platforms. This trend will only increase as broadband speeds increase in rural areas and devices become capable of downloading increasingly large files and higher resolution photography.

The National Trust has started to develop a comprehensive and integrated strategy to harness the power of photography. Members of the organisation and the general public who follow the organisation on social media will receive a steady stream of images that can be viewed on various devices that portray properties around the UK at various times of the day. The photographs are provided by property staff and members of the public and reviewed to select high quality images before distribution. Further developments that use GPS to send location specific sets of images and information to potential visitors, are currently being employed and will be enhanced as networks expand.

Film has an acknowledged role in creating and sustaining an emotional bond with the destinations featured in the productions and the effect seems to be consistent across the various platforms and modes (scheduled or catch-up) used for viewing. Organisations have harnessed this effect in their marketing but the new challenge is to capture the creativity of visitors and countryside

communities producing their own vignettes, using video, narrative and perhaps music, to convey their own impressions of the countryside that are special to them. These home-made productions, released by organisations with countryside responsibility, through social media, have the potential to communicate with people who have a latent interest in the countryside but have yet to engage with it.

9.6.6 Managing expectations

This research has not identified unrealistic expectations of countryside by visitors. People, generally, are not seeking an idyllic retreat from urban life based upon an over-romanticised understanding of the countryside. Most visitors are seeking an experience that is both physical and profound, including the opportunity for exercise, sensory experience and reflection. This, apparently deep seated need has been apparent in modern times from the passion that motivated the Kinder Scout Trespass in 1932 and encouraged by prosaic recognition of the need for rest and diversion in various Acts of Parliament since the Bank Holidays Act 1871.

The study has identified the importance of the emotional bond in driving behaviour but this does not imply an over-romantic view of the countryside. The beliefs that form the emotional bond variable, from the data, include reference to vistas and views, raising spirits and peace of mind which are very personal constructs more concerned with psychological equilibrium and well-being. Earlier studies, (Antrop, 2004) have identified that generally, people were content with their urban life, mainly recognizing the benefits of where they live, as well as some of the short-comings that arose from lack of the aesthetic and spiritual uplift that comes from a natural environment. The founder of the National Trust, Octavia Hill summarised the human need for the aesthetic in her advocacy of acquiring countryside for public access:

*The need of quiet, the need of air,
and I believe the sight of sky and
of things growing seem human
needs, common to all.'*

(Octavia Hill - Founder of the National Trust (Jenkins and James, 1994 p 16)

One of the core dimensions of the definition of sub-groups from the data was the belief that *'the countryside is part of my personal cultural heritage.'* It was not a particularly good discriminator of the main sub-groups as three of the groups strongly agreed with the statement and the least enthusiastic visitor group gave a neutral response but it does imply that people still have a strong sense of belonging to the countryside even though they are physically removed from it. The connection remains important because it fulfils a human need for sensory, aesthetic and spiritual experience, in a natural environment. Organisations therefore do not have to reconstruct an 'idyllic' rural past which may actually represent a distraction from the main visitor aim of personal reflection and well-being.

Perhaps of greater concern is the dilemma faced by popular countryside destinations as the pressure of visitors can become so intense that the crowds, traffic and congestion seriously detract from the 'sense of place' and emotional experience that people are often seeking. The problem will endure as long as the car is the principal means of transport and convenient car parks remain a key requirement of most countryside visits. The problem could however be alleviated, in part, by extended use of the GPS mentioned earlier conveying images and videos of adjacent areas to 'honeypots' offering similar vistas, fewer visitor facilities but the sense of place that is sought by many visitors to countryside areas.

9.7 Limitations

The beliefs that people hold about wider environmental issues and the use of the countryside for energy infrastructure and building seem to have an influence upon consideration of countryside behaviour and this was not explored fully in the current study. The identification of a separate latent variable, Pragmatic_C,

which did not directly affect the emotional connection to countryside behaviour but did exert a powerful influence upon the control and normative beliefs and attitude towards countryside visit behaviour, needs further exploration and explanation.

The study obtained data from urban places in England and used data from Natural England with the same national focus, there could be wider variations in the United Kingdom which have not been identified in this study. The sample population used for the analysis also had a very narrow ethnic origin; in an increasingly diverse society this represents a particular limitation. There is evidence from the small ethnically diverse sample in the data set that the countryside can be regarded with a little suspicion by some groups, where cultural traditions identify countryside with poverty and deprivation. There was also evidence however, that while these ethnic minority groups did not feel that the countryside was part of their cultural heritage, they did appreciate the same emotional connection to the natural environment and the opportunity for sensory and psychological well-being, it is an area that requires further investigation.

Ajzen (2005) posited that the background factors forming beliefs around a particular attitude object were specific to that object and it would be extremely difficult to develop a comprehensive theory that would explain the role of these factors in all circumstances. This study has examined the relative effect of media compared to other earlier socialization upon leisure behaviour in the countryside and thus these findings cannot be extended easily to other contexts.

9.8 Unresolved Issues and suggestions for further research

In addition to understanding more comprehensively the role of environmental beliefs and ethnicity in the understanding of countryside behaviour there are other areas that would benefit from a more thorough investigation.

This study has proposed a relationship between some of the background factors that form beliefs towards country based leisure, largely using participant and visitor based definitions of the media influencing their behaviour. This has provided a good foundation for the further exploration of the rapidly evolving media and how it can be more effectively harnessed to help achieve the strategic aims of those organisations involved with the management of the countryside.

There have been many studies focusing on specific areas of the media including film, television and literature, fiction and non-fiction but there is a need for comprehensive research into the challenges and opportunities that connectivity and integration between platforms and the developing power of networks, offers in the management of countryside. In shaping attitudes towards countryside leisure it is possible that an integrated media strategy will help with some of the enduring problems of rural tourism, particularly traffic congestion, visitor saturation of popular destinations and community engagement with the tourism potential of their area. Researchers such as Dickinson et al. (2009) have identified some of the underlying dynamics in tourist behaviour that result in continued car use and congestion in rural areas when there are alternatives; Andereck et al. (2006) have studied community engagement, both studies have cited the need for better and targeted communications. Perhaps a better understanding of media management and production could assist in the resolution of these issues.

The mechanisms of normative control, the influence of family and friends on engagement with countryside leisure activities and the means by which individuals who have not received early support and encouragement eventually engage with the countryside, also require further study. Furthermore, there is a need to understand how an effective media strategy can help in the process of developing engagement and providing motivation, for an activity, that for generations has provided pleasure and satisfaction for the greater part of the population.

Taken together if these areas of future research are followed up there is an opportunity to develop comprehensive media and management strategies that help to sustain and enhance the interest and active engagement of all sections of an urban-based population with the countryside. The early interest in countryside demonstrated by family and friends can provide the foundation for countryside leisure behaviour and a catalysing influence for later media exposure to rural themes. However, it is the enduring influence of media that seems to sustain interest in countryside leisure into adult life and can also compensate for apathy towards the natural environment during childhood and adolescence.

Chapter 10 Reflections: The end of the British countryside?

The model developed from this research has demonstrated that the mass media exerts the most significant, ongoing, influence over decisions to engage in leisure pursuits in the countryside, compared to the effects of other socializing agents, such as, parents, peers and education. The cognitive/affective (Countryside Knowledge) and Control variables, also have a high degree of correlation with countryside leisure behaviour, media and other socializing agents. These four variables, the Media, the Socializing Context, Control and the Countryside Knowledge, transmit their influence through the affective/cognitive construct, the Emotional Bond, which directly influences intended and actual countryside leisure behaviour.

The implications of the model have been discussed in the previous chapter; particularly the importance of media planning and strategy for those involved in the management and marketing of the countryside for leisure purposes. However, the model includes one other variable, Pragmatic Control, which appears to be largely beyond the direct influence of countryside management organisations and relates to the evolving cultural and economic context influencing lifestyle and leisure choices.

9.9 Pragmatic Control – the influence of wider social issues

Factor analysis loaded statements about the over-romanticisation of the countryside and recognition of the need to build affordable housing and energy infrastructure into one variable. The composite variable labelled, Pragmatic Control had an insignificant effect on the Emotional Bond but a strong correlation with the Control variable. Removing the Pragmatic Control variable weakened the model fit, (though it was still valid) and the items included in the

variable were distinctive, emphasising awareness of broader social issues, beyond the immediate regard for normative social pressures.

There is an expectation that a broader regard for social issues, implicit in the components of Pragmatic Control, will influence behaviour to some extent (Niklas and Garling, 1999). The Socializing Context variable would seem to be an appropriate construct for the inclusion of social issues in the model, but this loading did not occur in any of the iterations of factor analysis. Similarly, the items included in the Pragmatic Context did not appear in any iteration of the Countryside Knowledge variable. In every version of the factor analysis, the content of the Pragmatic Control variable loaded only into the one construct, without duplication in other constructs.

The second strongest correlation with Pragmatic Control, after the normative control variable is with the Media variable (Fig. 8-5), representing a possible symbiotic relationship, where media influence on countryside behaviour is moderated by social and control factors and a more general regard for wider social issues. The implications suggest that Pragmatic Control has a significant influence, acting with normative control and similarly correlating strongly with the media variable in its influence on the Emotional Bond.

9.10 The media and pragmatic control

The role of media creating an idyllic idea of countryside has been suggested by Cloke (2003), however, this over-romanticised notion was not apparent in the results from this research. People generally seemed to understand the countryside for its potential as a context for leisure, without necessarily seeking an idyllic version of it. Understanding appeared to be filtered through an emotional catalyst to influence behaviour but this did not appear to be based

upon unfounded expectations. The countryside was appreciated for its aesthetic appeal, its emotional and spiritual impact and the potential to enjoy leisure pursuits enhanced by these qualities.

The role of the mass media in influencing countryside visit behaviour, according to the model, correlates with beliefs about the countryside, social norms and other socializing influences. Attitudes towards engaging in countryside visit behaviour are therefore the result of the interplay of these various influences, catalysed through the Emotional Bond (Fig 8-5)

The broader regard for longer term social issues, suggested by the Pragmatic Control variable, appears to represent a significant regulating influence upon social norms and media. The components of the Pragmatic Control variable (Table 8-28) are distinct from the normative and other influences which form the Control variable, (Table 8-27) and seem to represent less personal, more community focused concerns. While these concerns may not influence short or medium term considerations of whether or not to engage in countryside based leisure, they may be indicative of a weakening attachment to the countryside, as an inviolable national treasure. Disengagement, therefore, may not be a deliberate intention but result from a change in perception. From regarding the countryside principally as a context for leisure, to a perception that the countryside also has the potential to resolve a number of pressing social issues, such as housing shortages and developing much needed energy infrastructure. This perception, combined with improving urban life styles, may reduce the incentive to seek diversion in the countryside. As the media reflects a more positive urban experience, in fiction and non-fictional output, the emotional bond with the countryside may be weakened as it becomes less relevant to leisure time activity for urban residents.

The relatively strong correlation between the media variable and Pragmatic Control implies that direct and indirect experience of social issues, such as urban leisure opportunities, housing and energy costs, are reflected and possibly nurtured by exposure to media output. This output regulates and perhaps catalyses the influence of normative behaviour. For instance, group decisions about leisure time may be framed by associations with the countryside, which may be emotionally neutral and a positive awareness of leisure opportunities in urban environments. In the longer term, media exposure to these issues may desensitise a largely urban-based population, to the protection and conservation of the countryside.

There are precedents that demonstrate the considerable impact that the media can have on the public perception and understanding of social issues. It is fifty years since 'Cathy Come Home' was televised on the BBC in 1966. The play tells the story of descent into poverty and homelessness, as the main character leaves her over-crowded rural home to find work in the city. The play was watched by 12 million people, a quarter of the UK population and named as the most influential TV programme of all time ('Television that changed the world', The Scotsman, 2005). The homelessness charity, Crisis was launched in 1967 as a result of the publicity that followed the programme.

Representations of the countryside in the media have been discussed previously; these portrayals of countryside in fiction and non-fiction are often positive and nostalgic. However, there is a parallel media output that represents many of the pressing social issues of affordable housing, energy and transport costs, that indirectly influence general attitudes towards the countryside. Some of these issues are discussed in countryside contexts, for instance programmes such as, 'Countryfile' and 'The Archers' include content and story lines that

reflect current rural issues. Other media output, including news, documentary and entertainment programmes, focus on social issues with reference to countryside as one of several and subsidiary considerations.

The correlation between the media variable and Pragmatic Control suggests that continued media exposure to a number of socio-economic issues such as housing, energy and transport infrastructure, transport costs, may influence attitudes towards countryside leisure. This exposure may not result in the dramatic 'Cathy Come Home' effect, with a major shift in public opinion. Instead, the effect may be a slow incremental change in attitudes that alters physical interaction with the countryside, in terms of the places visited, whilst retaining emotional attachment to a notion of rurality, which may be realised in a country or park or nature reserve rather than the open countryside. This change is possibly reflected in countryside visitor trends, previously described, where countryside visits appear to have declined in the UK and a number other of developed countries (Natural England, 2013, 2016), although the trend has fluctuated from year to year. Despite this long term decline in countryside visits, attachment to green spaces and the natural environment remains high (Natural England 2013, 2016) and engagement is evolving in varying forms amongst different user groups (Williams and Shaw, 2009). For instance, ethnic minorities appear to favour green spaces in urban areas (Natural England, 2013) and young people pursue specific leisure activities such as BMX trials in designated open spaces in or near urban areas (King and Church, 2013).

9.11 Media topics influencing Pragmatic Control

The Pragmatic Control variable includes statements that include reference to population growth, the need for building land, land for sustainable energy infrastructure and affordable housing versus preservation of the countryside.

These topics have been regularly reported and also included as context in media output over several years. For instance, *'The Great British Property Scandal'* (Channel 4, 2016) and *'Why can't the UK build 240,000 houses a year?'* (BBC News Magazine, 2016) are two recent examples of media coverage of pressing social issues focussing public attention.

There are other issues, not included in the survey for this research, which are also relevant, such as transport, the green urban leisure alternatives to countryside and life style choices which may act as moderating influences in regard for countryside preservation and behaviour. These issues may have a direct effect upon attachment to countryside leisure. For instance, building in the green belt and in rural areas may detract from the visitor experience and deter future visits but the research model also suggests that the effect may be more profound. Constant references to these issues in the media may weaken the emotional bond with the countryside as a place of leisure and aesthetic appeal and reinforce the idea of the countryside as a resource to resolve pressing social issues. Concurrent with this process is the positive experience and media representation of modern urban lifestyles that provide a desirable alternative to countryside based leisure and which do not necessarily forgo experience of the natural environment.

9.12 Factors that challenge perceptions of countryside and the emotional bond.

Population Growth and Housing

Population growth and its consequences have been topics of debate in the UK, since Thomas Malthus's bleak assessment of its implications in the 18th Century (Malthus, 1798; Berry, 2014). While the current debate about the relationship

between population growth, social cohesion and economic growth is perhaps more nuanced, it remains a controversial issue. In recent years the topic has also received widespread attention as politicians and commentators have conflated the topic with other emotive issues, such as immigration.

The relationship between a growing population and the need for house building is less contentious but the debate around where these new houses should be built in the UK, as one of Europe's most densely populated countries, is controversial (Matheson, 2010; Elspeth and Sabater, 2015). The UK population grew to an estimated 64.6 million in 2014, its highest ever value (ONS, 2016). This represents an increase of almost half a million people from 2013; according to the most recent population estimates the population will reach 67.5 million people by 2020 (ONS, 2016). The House of Lords Economic Affairs Committee concluded that 300,000 houses per year are required in order to accommodate this growth (House of Lords, 2016); currently 144,000 houses are being built per annum (ONS, 2016a). The planning system and local opposition were the two main reasons given by the House Building Federation (HBF, 2016) for the slow pace of house building. In 2012 the government attempted to simplify the planning system with a revised National Planning Policy Framework (DCLG, 2012). One of the implications of this change is a threat to the Green Belt and less rigorous planning regulations for rural areas, including Areas of Outstanding National Beauty (AONB). Despite government policy for the protection of the Green Belt (Department for Communities, 2015) the Council for the Protection of Rural England (CPRE) have identified local authorities proposing to build 300,000 houses on Green Belt land, around 14 English cities over the next three years, (CPRE, 2015a). Similarly, in response to government

targets for housing, local councils are intending to build in protected areas such as AONB, (CPRE, 2015b).

Housing has been a critical social issue in the public awareness since 'Cathy Come Home' was televised, however, today it is a problem that affects all sections of society. In 1995 the average cost of a house was 3.2 times the average annual salary. The shortage of housing supply has driven the average cost of housing to five times the national average wage (ONS, 2016b) albeit, with wide regional variations.

The problem has become exacerbated in some rural areas, where wealthy, often city based, individuals purchase a second home or more, as an investment and to enjoy the experience of a rural lifestyle. The result is to increase house prices in these areas, making housing unaffordable to local people. Many of those 'displaced', who are often economically active, move into nearby towns and cities for more affordable accommodation. This displacement of working age people deprives the rural communities that they have left of consistent income to support local services and patronage to support local schools and other community services.

Media reports, including documentaries, news bulletins and fictional drama, drawing on current social issues, include references to the problems of housing either directly or connected to other issues such as immigration, social mobility and employment. Because it is an issue that affects large sections of the population there is a ready audience and perhaps a growing acceptance, that the countryside, even Green Belt and AONB designations may be compromised for the greater good.

Energy infrastructure

The cost of energy, the imminent need to replace ageing power plants and carbon emissions are constant themes in the media. Energy bills provide direct experience of these issues and focus attention on growing concerns about how future sustainable energy supplies will be achieved. A constant sub-theme to this discussion is the impact of building energy infrastructure, such as fracking technology, wind and solar farms, in the countryside or along the coast (Joint Nature Conservation Committee, (Macaulay Institute, 2005; Department of the Environment, 2010). While there is an understandable reaction from those directly affected by construction and development in these locations, the overall response of the population tends to be more considered, balancing the effect upon countryside with the need to ensure secure and cost effective energy supplies for the future.

Transport infrastructure and costs

Transportation issues are a regular feature in media output, notably, inadequate and expanding rail networks, expanding airport capacity, road congestion and road building. Many of these issues contain the sub-themes of impact upon the countryside and the effect of development on communities directly affected.

However the experience of commuters and transport users tends to have a mitigating effect upon the attitudes of the general public in their regard for these developments, encouraging a more considered and less opposing view. The issues surrounding tourism related transport are more specific. Viachaslau and Dickinson (2012) and Dickinson and Dickinson (2006), have emphasised that tourism-related congestion is a problem on routes to rural destinations and within them. The authors cite evidence that the negative experience of visitors caused by congestion is reflected in falling visitor numbers at rural attractions and destinations. Cars are used for up to 90% of trips to rural areas, with significant numbers of visits originating in urban areas. While urban areas also have congestion problems, there are usually public transport alternatives available which can mitigate the problem. Urban-based populations, considering their options for leisure, must increasingly weigh the cost and experiential outcomes of a car-based journey (if there is access to a car), to a countryside location or somewhere closer to urban home.

Media output in the form of news bulletins and regular traffic updates exacerbate the effect arising from visitor experience of car journeys to countryside locations. This effect, associated with other transport related issues, such as inadequate rural public transport and transport cost and convenience is likely to be a factor (Downward and Lumsdon, 2004), in the decision to engage

in countryside based leisure which, when combined with a weakening emotional connection with it may be decisive.

9.13 Factors that enhance the appeal of urban-based leisure.

The Greening of urban areas

A wider understanding and experience of social issues, such as housing and transport cost, may influence perceptions of the countryside as an agricultural and leisure resource. It may also influence consideration of the relative desirability of countryside based leisure relative to urban-based leisure. The portrayal of locations in the media has been demonstrated to have a significant and usually positive effect upon tourism in numerous studies (Riley et al., 1998; Sargent, 1998; Connell, 2005). As a counter-balance, urban areas are also presented, often in stereotypical ways, which presumably have an effect on perception and visitation. For instance, Victorian slums, inter war suburbia, post-war austerity and 1960's brutalist architecture are often used as a backdrop to enhance story lines and these themes have traditionally represented the countryside as an antidote to urban living. But the incremental improvement of urban spaces as places of community, with leisure resources and green spaces, enhancing contemporary lifestyles, may neutralise the appeal of the countryside to those with discretionary time and income. The countryside may not be considered as an alternative leisure option, simply because fewer urban-based residents have experience of it, or interest in it, other than an instinctive sense that disposes them well towards it.

The popularity of the countryside and attachment to it, was partially as a result of the rapid process of urbanisation and industrialization during the 18th and 19th centuries (Jenkins and James, 1994) The proportion of people living in urban

areas increased from 24% in 1750 to over 50% a century later (Lees and Hollen Lees, 2007). The living conditions of the majority of the population, in urban areas, in the early part of the 19th century were poor, characterised by high density housing, such as back-to-backs. Pollution, lack of sanitation and poor sewage systems, made living conditions worse and affected all sections of the community (Hunt, 2005). From the mid-1800s, Victorian social reformers campaigned for the development of urban green spaces to help alleviate the side-effects of industrialisation (Laurie, 1979). Joseph Paxton designed the first publicly funded municipal park, Birkenhead Park in 1847, which inspired New York's Central Park and was the first of many urban parks to be created in Britain's industrial towns and cities. In the late 19th century Ebenezer Howard promoted garden cities as an ideal form of urban development, proposing the central ideals of low-density, healthy environments, already promoted by philanthropists such as Robert Owen in New Lanark and the Lever Brothers in Port Sunlight (Barber, 2005).

Post Second World War, urban development and renewal was still heavily influenced by the garden city model, however, modernist architects such as Le Corbusier introduced forms of housing based upon a 'Radiant City' model, with high density housing, usually in the form of high rise flats with open public areas (Dempsey, 2009). Both garden cities and modernist architecture were increasingly criticised during the 1980's and 1990's because they assumed that if the environment is changed or 'improved,' then human behaviour would improve, a process of 'environmental determinism,' (Coleman, 1985). Criticism of the style and location of housing led directly to the Labour government's Urban Task Force (Urban Task Force, 1999). The report argued that town and city centres should not only include high-density housing but through design,

such housing should support the everyday needs of a socially diverse population. The ideas of compact city living, reflected in policy documents since 2000, such as Design for London (2007), have emphasised equitable access to services and facilities, to encourage a sense of community and encourage economic and social cohesion. A number of researchers and commentators have identified the types of services and facilities which are normally provided in a neighbourhood to create a sense of community and wellbeing (Barton et al. 1995; Winter and Farthing, 1997; Dempsey et al., 2012), these include:

- doctor/GP surgery,
- post office,
- chemist,
- supermarket,
- bank/building society,
- corner shop,
- primary school,
- restaurant/cafe/takeaway,
- pub,
- library,
- sports/recreation facility,
- community centre,
- facility for children,
- public open/green space.

The demand for these services and the advantages of urban living are not limited to large towns and cities but have also been a feature of smaller market towns and villages. This phenomenon is particularly apparent in market towns and villages with good transport links to larger conurbations, creating satellite commuter districts with some of the advantages of the countryside but also providing relatively easy access to employment and more comprehensive services (Antrop, 2004). However, while the expansion of some smaller towns and villages broadens life-style choices for residents, it may potentially detract from the aesthetic appeal for visitors further reducing the emotional bond.

As perceptions of countryside are changing, challenging its emotional appeal, the urban environment is also continuing to evolve, providing more equitable living spaces with access to services, facilities and green spaces that may lack some of the appeal of open countryside, but this deficiency may be compensated by shorter, cheaper journeys and more varied opportunities (Mintel, 2011).

Life style and leisure

Urban environments have evolved in the UK in response to industrialization, followed by deindustrialization, the emergence of service and digital economies and other related technological changes, for instance, in transport and communications infrastructure, Urry et al. (2014). Accompanying these changes has been a steady improvement in living standards, disposable income and life-styles for many urban dwellers (ONS, 2016c).

Demand for leisure services including the demand for local green space, has also grown as leisure time and opportunity have expanded, (Barbosa et al., 2007; James et al., 2009). Local Green space Designation for existing and planned developments was introduced as a part of the National Planning Policy Framework (Department for Communities and Local Government, 2012), reflecting the demand of communities for local areas of natural environment, including areas of beauty, historic significance, recreational value (including playing fields), tranquillity or wildlife. There has also been an expansion of cultural centres such as museums and heritage centres and hospitality services including restaurants, cafes and bars. The expectations of leisure consumers' with discretionary time and income, have been incrementally raised, such that a trip to a heritage centre, or museum, located in rural or urban areas, would be

incomplete without access to hospitality services, such as a café and wet weather facilities. Excursions to the countryside are often planned to include pubs or other hospitality services, but the level of visitor demand may have unfortunate consequences in some rural locations. Insufficient visitor and local demand may lead to a shift to already popular destinations where these services can survive, possibly increasing congestion in these locations.

Various authors have proposed future configurations of urban life, (Amin and Thrift, 2002; Lee, 2007; Satterthwaite, 2007; Burdett and Taylor, 2011; Glaeser, 2011; Elden, 2013). These imagined cities are not necessarily drawn from the current 'drivers' of change for instance, new technologies, socio economic and life-style changes because they are difficult to predict (Urry, 2014). For instance, the town planners of the 1950's could not anticipate the changes in society driven by digital technology and the relentless growth of car dependent travel, evident 50 years later. However, the expansion of housing in urban centres and at the periphery, the development of satellite towns and villages and changing modes of transport to reduce carbon footprints, with the associated development of sustainable energy supplies, does not seem to alter the likelihood that generally, urban populations will be less inclined to seek out leisure opportunities in the open countryside.

The findings from this research have identified that Pragmatic Control, which is a construct of wider social concerns prompted by personal experience and reinforced by the mass media, appears to have a close relationship with the normative control variable and media output, moderating the emotional bond and its effect upon subsequent countryside leisure behaviour. The weakening of this bond may result in a number of possible outcomes:

1. A greater willingness to accept housing and infrastructure projects in the countryside, including green belt and designated protected areas around small towns and villages.
2. The loss of aesthetic appeal in the countryside, due to development and congestion, will further erode the emotional bond with the countryside and focus attention upon urban leisure facilities.
3. The demand for green spaces will encourage the development of the natural environment in urban areas, for instance, parks, gardens, water features and allotments.
4. As urban populations become increasingly detached from the idea of countryside and urban lifestyles more integrated, there could be greater commoditisation of countryside destinations, with the development of transport hubs, visitor facilities and attractions.
5. A recalibration of the urban-rural continuum, consisting of compromised green belt and peripheral urban areas, the development of a commoditised countryside, located around satellite towns and villages, away from the main urban areas and 'deep' countryside, consisting of settlements with few local services and possibly large numbers of holiday homes and accommodation.

The aggregate effect of these changes will possibly lead to the end of the British countryside in public affection and imagination. The media role in this process will be the representation and continued portrayal of social and economic issues with direct or indirect references to the countryside making a contribution to their resolution. Conversely, urban lifestyles and their portrayal in the media will reduce the motivation to 'escape' to the countryside, amongst those with the means to do so, particularly as the peace and reflection often sought is likely to

be compromised by busy roads and extended urban areas on the way to the destination. The speed and extent of this process will depend upon the tension between the portrayal and experience of social issues in the media, actual experience of the countryside, the evolution of urban life styles and the willingness to accept 'idyllic' representations of the countryside as viable memes for modern living, given the realities of housing, transport and energy costs. However, if the representation of these social and economic issues continues unabated, with the countryside regarded increasingly as a key to their resolution, then perhaps inevitably public perceptions of its role will change and herald a new understanding of its purpose.

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Appendices

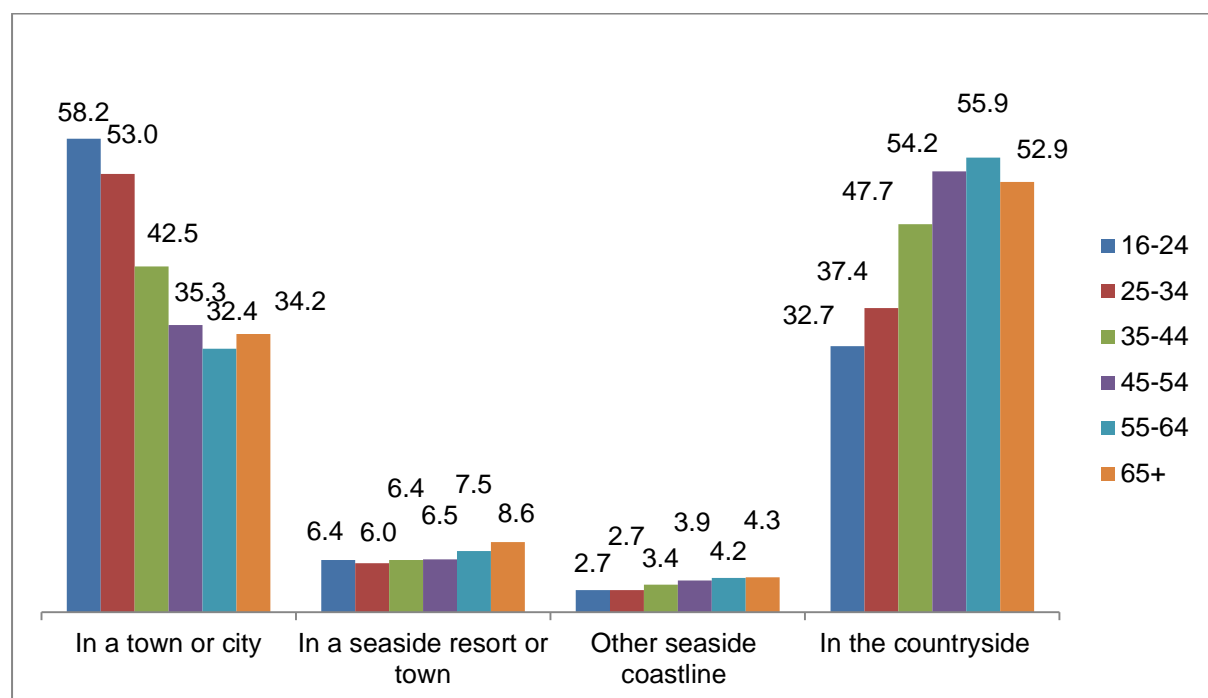
Appendix 1: Demographic Trends in Countryside Leisure

Table 1.1 Average number of times spent outdoors away from home, over the past 12 months %

	%	%	%	%	%	%	%	%	%
	More than once per day	Every day	Several times a week	Once a week	Once or twice a month	Once every 2-3 months	Once or twice	Never	Total
16-24	7.0	29.1	43.7	11.6	6.1	1.2	.8	.5	100.0
25-34	9.2	34.3	31.9	15.8	6.1	1.6	.7	.2	100.0
35-44	13.1	33.3	32.5	12.4	7.0	1.0	.4	.2	100.0
45-54	14.4	40.0	27.1	10.4	5.8	1.5	.4	.3	100.0
55-64	15.6	35.7	31.2	9.2	6.0	1.3	.8	.2	100.0
65+	15.0	38.2	29.2	9.0	4.0	1.5	2.2	1.0	100.0
Average	12.4	35.1	32.6	11.4	5.8	1.4	0.9	0.4	100

Source Data: MENE 2013 – ($\chi^2 = 682.4$, df =35, p=.000) - n 25,123

Table 1.2 Type of place visited by age group %



Source Data: MENE 2013 – ($\chi^2 = 682.4$, df =35, p=.000) - n 25,123

Table 1.3 General type of place visited by gender%

	In a town or city	In a seaside resort or town	Other seaside coastline	In the countryside	
Male	41.00	6.70	3.70	48.60	100.00
Female	41.20	7.30	3.50	47.90	100.00

Source Data: MENE 2013 – ($\chi^2 = 43.1$, $df=3$, $p=.000$) - n 213,584

Table 1.4: Average number of times spent out of doors, in the last 12 months by gender%

	More than once per day	Every day	Several times a week	Once a week	Once or twice a month	Once every 2-3 months	Once or twice	Never	
Male	11.8	34.3	33.9	11.6	5.9	1.4	.9	.3	100.0
Female	14.8	37.6	28.8	10.4	5.5	1.4	1.1	.5	100.0

Source Data: MENE 2013 – ($\chi^2 = 163.6$, $df=7$, $p=.000$) - n 48699

Table 1.5: Social grade definitions

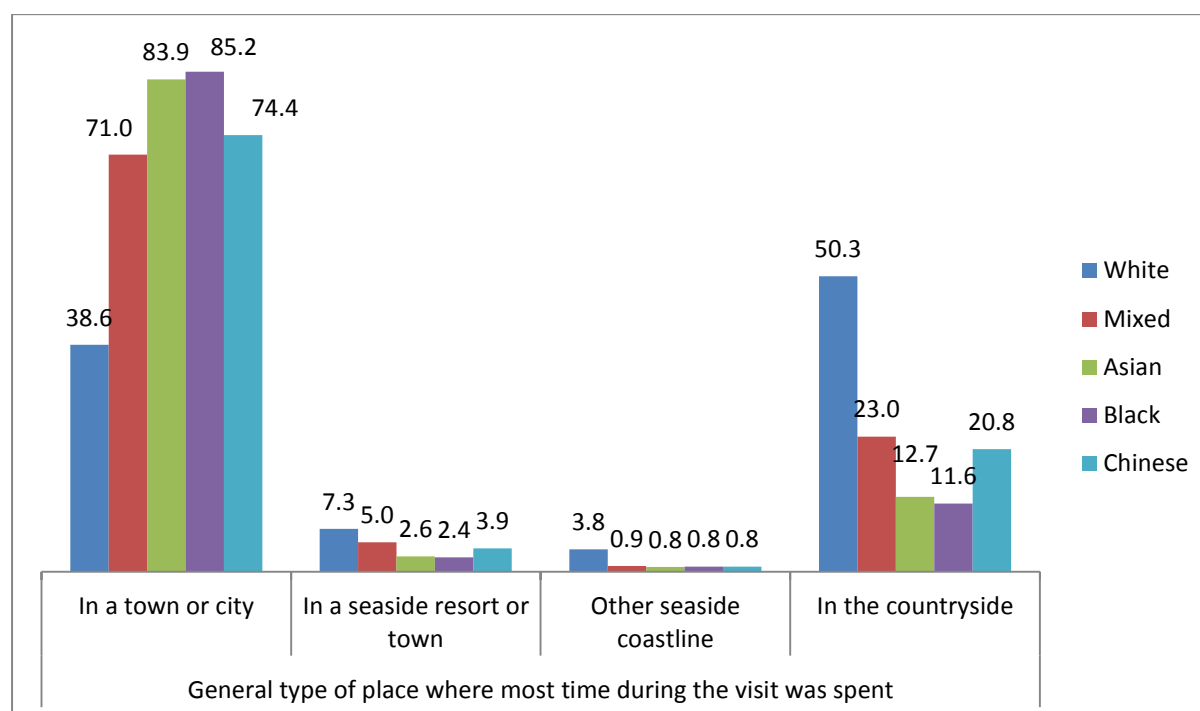
Social Grade	Description	% Population (UK) 2010
AB	Higher & intermediate managerial, administrative, professional occupations	22.17
C1	Supervisory, clerical & junior managerial, administrative, professional occupations	30.84
C2	Skilled manual occupations	20.94
DE	Semi-skilled & unskilled manual occupations, Unemployed and lowest grade occupations	26.05

Table 1-6:- General type of place where most time was spent by socio economic group %

	In a town or city	In a seaside resort or town	Other seaside coastline (including beaches and cliffs)	In the countryside (including areas around towns and cities)	Total
A	29.2	6.1	3.9	60.8	100.0
B	34.0	6.8	4.1	55.1	100.0
C1	40.8	7.1	3.8	48.3	100.0
C2	40.2	7.2	3.7	48.9	100.0
D	47.6	7.3	3.1	42.1	100.0
E	51.2	7.0	2.8	39.0	100.0
	41.1	7.0	3.6	48.2	100.0

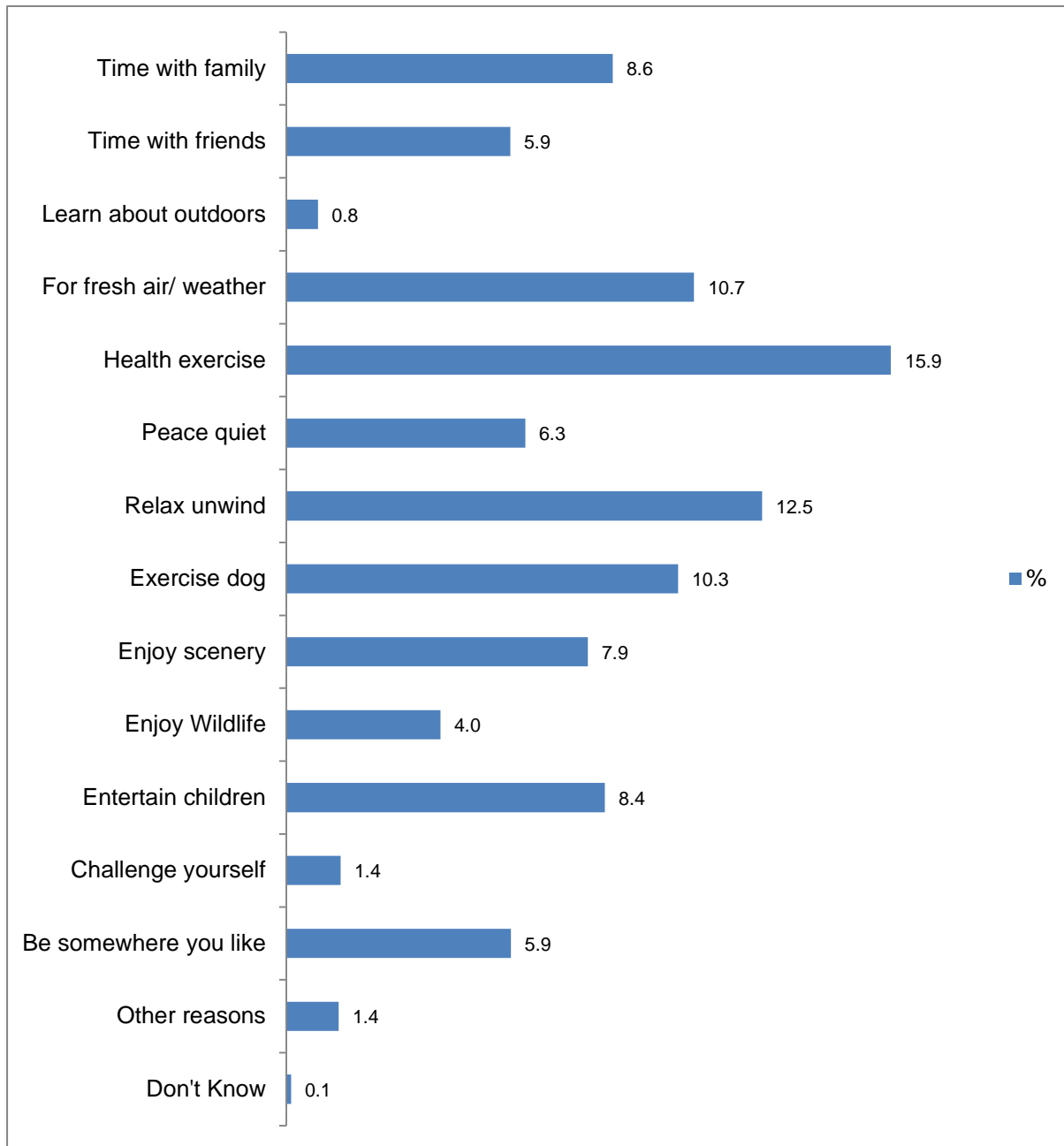
Source Data: MENE 2013 – ($\chi^2 = 3483.2$, $df = 15$, $p = .000$) - $n = 213,564$

Table 1-7: Type of place visited by ethnic group%



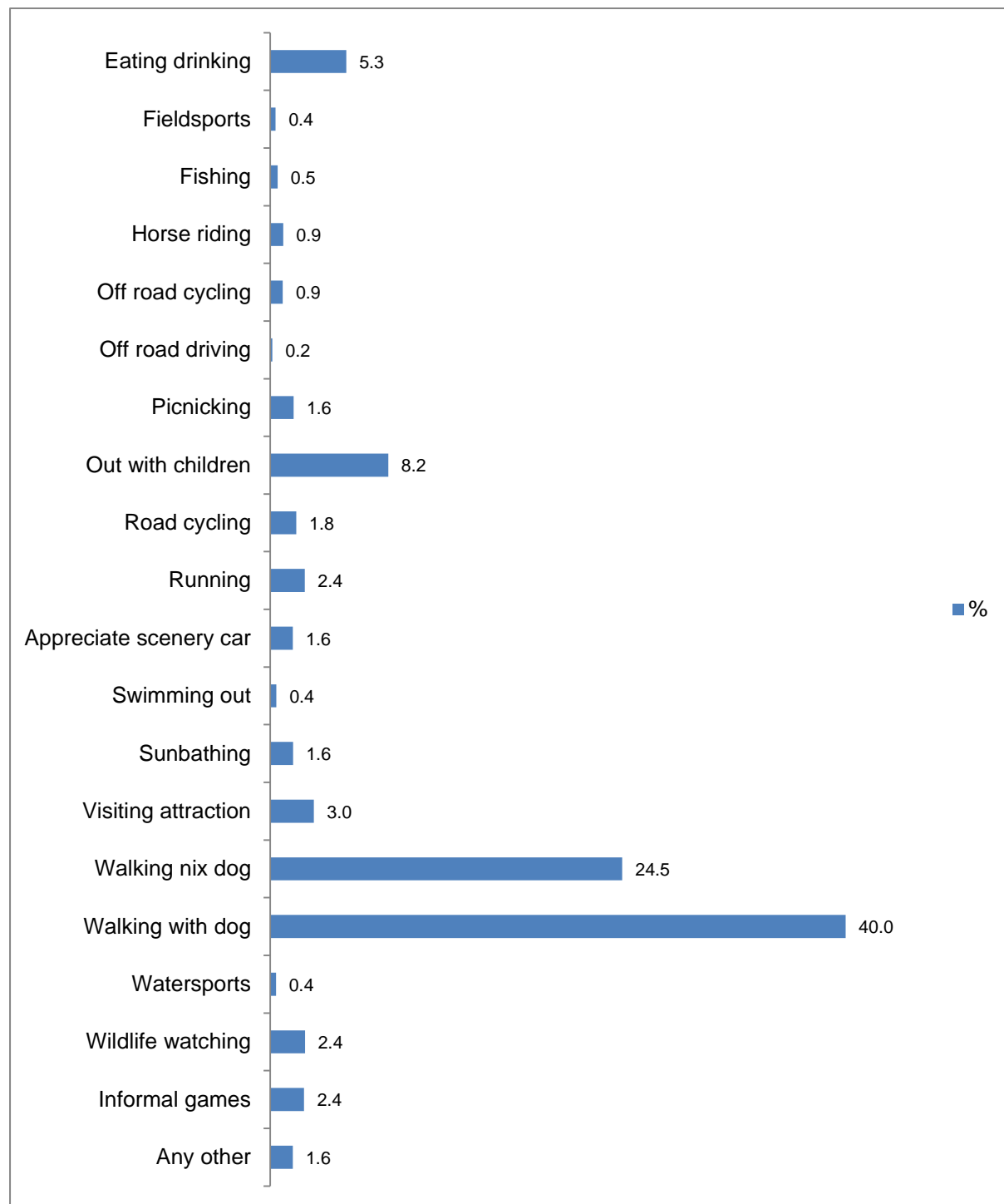
Source Data: MENE 2013 – ($\chi^2 = 11039.4$, $df = 3$, $p = .000$) - $n = 213584$

Table 1-8: Motivation for last trip to the countryside %



Source Data: MENE 2013 –n 110,742

Table 1-9: Activities undertaken during last visit to the countryside%



Source Data: MENE 2013 –n= 110,742

Appendix 2 Pilot Questionnaire

Countryside and Leisure Survey

Dear Sir/Madam

The countryside is a focus of interest for many people and the results of this survey will help with the management of this important resource for the benefit of everybody. We would be very grateful if you could complete this questionnaire. It is confidential and cannot identify individual respondents. A freepost envelope is provided for return. We ask that only one person completes the questionnaire. Thank you very much for your help. The Market Research Group contact

Q1 Interview location (Please ignore if questionnaire is self completed)

Q2 Please indicate whether you pay an annual subscription to any of the following as a member? If not go to question 3.

- English Heritage..... ☐
The National Trust..... ☐
Any arts organisation..... ☐
Any organisation for the protection of the environment e.g. Greenpeace, Friends of the Earth..... ☐
Any wildlife organisation (e.g. RSPB)..... ☒
Any horticultural society (e.g. RHS)..... ☐
Any historical /archaeological Society..... ☐

Q3 Are you a member of a club or group that regularly visits the countryside? For instance ramblers, off road cyclists, bird watchers, painting groups, horse riding, shooting, fishing.

Yes..... ☐

No..... ☒

If yes
please
specify

Q4 Do you own a dog?

- Do you own a dog? Yes ☐ Go to next No ☒ Go to Q6
If so is there a place that you regularly take the dog for a walk? ☐ Go to Q5 ☐ Go to Q6

Q5 Dog owners - If so where is that?

Q6 If you are living in the area. How long have you been a resident?

Less than 12 months..... ☐

1-2 years..... ☐

More than two years..... ☒

Not a permanent resident in the area..... ☐

Q7 Please provide your postcode or if from outside the UK your country of origin.

Q8 Approximately how frequently have you visited any of the following in the past 12 months?

	Not at all	About once in 12 months	About once in 6 months	About once in 3 months	About once a month	About once a week	Several times a week
Gardens, grounds or parkland of historic house	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The countryside for a leisure visit	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Country town or village for a leisure trip	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The coast including coastal towns	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ancient/historic site in the countryside	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q9 Do you have an interest in the following? Tick as appropriate.

Interest in history, arts and culture..... ☒

Interest in outdoor activities..... ☐

No interest in either..... ☐

Q10 How involved are you in the protection and conservation of the countryside? For instance being very involved may be organising a petition on environmental issues.

- Very involved ☐ Involved ☐ Neither ☐ Not that involved ☐ Not at all involved ☒

Q11 If you have not visited any of the above for a visit during the past year can you give a reason? Please then go to question ?????.

Just not interested..... ☐

Family/friends not interested in visiting..... ☐

Children are not interested in visiting..... ☐

Difficult to get to..... ☐

Other leisure priorities..... ☐

I am just too busy..... ☐

It's too expensive to travel..... ☐

No particular reason..... ☐

Don't know..... ☐

Other

Q12

How strongly do you agree or disagree with the following statements. 1= Strongly Agree, 10 = Strongly Disagree (complete all that are relevant)

	1	2	3	4	5	6	7	8	9	10	N/A
The countryside is part of my cultural heritage and I want to know more about it.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Historic buildings can tell us a lot about the way we used to live	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Being near the coast is more interesting than inland sites.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visiting places like Stonehenge has a relevance to who I am.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visiting places in the countryside helps me to understand how people used to live.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
When I visit the countryside it helps me understand a little more about wild flowers and animals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I enjoy the countryside most when it is quiet with few people around.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I only visit the countryside to walk and get a some exercise.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Engaging in activities in the countryside really raises my spirits.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I will visit the countryside if it is an easy drive from home and I can park easily.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I enjoy participating in country sports and activities in the countryside.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I like to visit the countryside with friends and family.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visiting the countryside helps me to understand more about the food that buy.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Being in the countryside provides a relief from the traffic and crowds in my home area.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Building more affordable housing is more important than preserving the countryside.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
We need to construct more wind turbines in the countryside to make sure we have energy for the future.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

If you do make visits to the countryside in your leisure time, could you please choose one countryside location that you regularly visit or have visited in the past 6 months and answer the following ?

Q13 Please provide the name of the place that you have chosen

Q14 Where is the approximate location of this place (e.g. nearest town)

Q15 Please describe one aspect of this place that attracts you personally.

Q16 Approximately how far is this place from your home?

Under 1 mile	1-5 miles	6-10 miles	11-50 miles	50+ miles
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q17 Approximately when was your last visit to this place?

Within the past month	<input type="checkbox"/>
3 months ago	<input type="checkbox"/>
3-6 months ago	<input type="checkbox"/>
6 months to 12 months ago.....	<input type="checkbox"/>
More than 12 months ago	<input type="checkbox"/>

Q18 Approximately how often have you visited this place in the past 12 months?

1-9 times	10-19 times	20-29 times	30+
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q19 What is your usual method of transport to the area.

On foot.....☐

By car.....☐

Bicycle.....☐

Public bus service.....☐

Private bus service.....☐

Motor bike.....☐

Other.....

Q21 If you go for a walk there about how far do you usually walk and how long do you spend there?

	Under a mile	1-2 miles	3-4 miles	5-6 miles	over 6 miles	Do not walk
How far	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
How long	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q22 If you have a regular arrival/ setting off point at the property can you give the location?

.....

Q20 Who do you usually visit with?

	Always	Almost always	Often	Some times	Never
Alone	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
With a group other than family	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
With friends & family	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
With children	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
With dog	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q23 Age and gender of respondent

	Male	Female
16-24	<input type="checkbox"/>	<input type="checkbox"/>
25-34	<input type="checkbox"/>	<input type="checkbox"/>
35-44	<input type="checkbox"/>	<input type="checkbox"/>
45-54	<input type="checkbox"/>	<input type="checkbox"/>
55-64	<input type="checkbox"/>	<input type="checkbox"/>
65+	<input type="checkbox"/>	<input type="checkbox"/>

Q24 Do you have children living at home?

	Yes	No
Under 11	<input type="checkbox"/>	<input type="checkbox"/>
Aged 11-16	<input type="checkbox"/>	<input type="checkbox"/>

Q25 Please indicate how strongly you agree or disagree with the following questions which are about how your family and education influenced your attitudes to the countryside.

	Strongly agree	Agree	Neither agree or disagree	Disagree	Strongly disagree	Don't know
My parents/carers were very interested in the countryside	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My parents and carers were very interested in wildlife.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Friends at school were interested in activities in the countryside	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
When I was a child we would often go for a walk in the country.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Members of my family worked in the countryside.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
At school I was always interested in most topics about the countryside.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q26 Have you ever studied for a qualification, at any level that required knowledge of the countryside, for instance geography?

Yes.....☐

No.....☐

Q27 Before the age of 16 did you ever live in a small town, village or country area?

Yes.....☐

No.....☐

Q28 Which is the highest level qualification that you have achieved?

No qualifications.....☐

'O' Levels/GCSEs.....☐

'A' Levels/AS Levels.....☐

Degree (e.g. BSc., BA).....☐

Higher degree (e.g. MA, MSc., PhD, PGCE,).....☐

NVQs (Foundation or intermediate).....☐

NVQs (Advanced or HNC, HND).....☐

Other qualifications (e.g. City & Guilds, RSA/OCR).....☐

Any Professional qualifications.....☐

Q26

Q27

Q29 Please give your occupation below. If you are retired please describe your previous occupation.

Use of Media

Q30

Which of the following do you read. Please indicate how often.

	Read daily	Weekly	Occasionally	Not at all
The Times	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Telegraph	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Guardian	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Independent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Daily Mail	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Daily Express	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Mirror	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Sun	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Daily Star	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local newspaper	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please describe the sections of the newspaper that you enjoy the most, e.g. Politics, people, travel, the arts,

Q31

Thinking about a typical day, how many hours a day on average do you spend on the following activities?

	None	1 or less	2	3	4	5	6	7	8 or more
Watching television	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Watching television news and current affairs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Watching programmes about the environment or countryside	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Surfing the Internet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Looking at news items or current affairs on the Internet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Looking at websites about the environment or countryside	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q32

How strongly do you agree or disagree with the following statements about visiting the countryside in the UK 1= Strongly Agree, 10=Strongly Disagree

	1	2	3	4	5	6	7	8	9	10	N/A
Things that I have read or seen have helped me to understand and enjoy my visits to the countryside in the UK	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Watching a television programme or other media has inspired me to visit a particular place in the country in the UK.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I like to read articles about the countryside in the UK.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It is interesting to read or see a programme about somewhere that I have visited or about to visit.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There have been occasions when a visit to a place has led me to watch a particular programme or read an article.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
When I was growing up we regularly watched programmes about the countryside at home.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Appendix 3: Final Questionnaire



ID:

08551

Countryside and Leisure Survey

Dear Sir/Madam

The countryside is a focus of interest for many people and the results of this survey will help with the management of this important resource for the benefit of everybody. We would be very grateful if you could complete this questionnaire. It is confidential and cannot identify individual respondents. A freepost envelope is provided for return. We ask that only one person completes the questionnaire. **Thank you very much for your help.** The Market Research Group - contact 01202 961378

Q1 Are you a member of a club or group that regularly visits the countryside? For instance ramblers, off road cyclists, bird watchers, painting groups, horse riding, shooting, fishing.

Yes ☐ Go to Q1 No ☐ Go to Q2

If yes please specify _____

Q2 Do you pay a subscription for membership of any conservation or environmental organisation for instance the National Trust, RSPB, Greenpeace? If you are part of a family membership tick 'Yes.'

Yes ☐ No ☐

Q3 Do you own a dog?

Yes ☐ Go to Q 3b No ☐ Go to Q 4

Q3a Do you own a dog? ☐ Go to Q 3b

Q3b If so is there a place that you regularly take the dog for a walk? ☐ Go to Q 3c ☐ Go to Q 4

Q3c Dog owners - If so where is that? _____

Q4 Approximately how far from your home is the nearest countryside area that you can visit? Please tick one box only.

Less than a mile ☐

1-5 miles ☐

More than 5 miles ☐

Don't know ☐

Q5 How long have you been a resident at your present address? Please tick one box only.

Less than 12 months ☐

1-2 years ☐

More than two years ☐

Not a permanent resident in the area ☐

Q6 Do you have an interest in the following? Tick as appropriate. Please tick all that apply.

History, arts and culture ☐ Outdoor activities ☐ No interest in either ☐

Q7 Please provide your postcode or if from outside the UK your country of origin.

Q8 How involved are you in the protection and conservation of the countryside? For instance being very involved may be organising a petition on environmental issues. Please tick one only.

Very involved ☐ Involved ☐ Neither ☐ Not that involved ☐ Not at all involved ☐

Q9 Please indicate your age and gender below.

	Male	Female
16-24 yrs.....	<input type="checkbox"/>	<input type="checkbox"/>
25-34 yrs.....	<input type="checkbox"/>	<input type="checkbox"/>
35-44 yrs.....	<input type="checkbox"/>	<input type="checkbox"/>
45-54 yrs.....	<input type="checkbox"/>	<input type="checkbox"/>
55-64 yrs.....	<input type="checkbox"/>	<input type="checkbox"/>
65+ yrs.....	<input type="checkbox"/>	<input type="checkbox"/>

Q10 Do you have children living at home?

	Yes	No
Under 11 yrs	<input type="checkbox"/>	<input type="checkbox"/>
Aged 11-16 yrs	<input type="checkbox"/>	<input type="checkbox"/>

Q11 Before the age of 16 -

	Yes	No
Did you ever live in a small town, village or country area.	<input type="checkbox"/>	<input type="checkbox"/>
Did any close member of your family work in the countryside.....	<input type="checkbox"/>	<input type="checkbox"/>

Q12 Which group below best describes your ethnic origin? Please tick one box only.

White	<input type="checkbox"/>	Pakistani	<input type="checkbox"/>
Black African	<input type="checkbox"/>	Bangladeshi	<input type="checkbox"/>
Black Caribbean	<input type="checkbox"/>	Asian other	<input type="checkbox"/>
Indian	<input type="checkbox"/>	*Other	<input type="checkbox"/>
*Please specify <input type="text"/>			

Q13 Which is the highest level qualification that you have achieved? Please tick one box only.

No qualifications	<input type="checkbox"/>	NVQs (Foundation or intermediate)	<input type="checkbox"/>
'O' Levels/GCSEs	<input type="checkbox"/>	NVQs (Advanced or HNC, HND)	<input type="checkbox"/>
'A' Levels/AS Levels	<input type="checkbox"/>	Other qualifications (e.g. City & Guilds, RSA/OCR)	<input type="checkbox"/>
Degree (e.g. BSc., BA)	<input type="checkbox"/>	Any Professional qualifications	<input type="checkbox"/>
Higher degree (e.g. MA, MSc., PhD, PGCE,)	<input type="checkbox"/>		

Q14 Have you ever studied for a qualification, at any level that required knowledge of the countryside, for instance geography? Please tick one box only.

Yes..... ☐ No..... ☐

Q15 Please give your occupation below (including carers). If you are retired or unemployed please describe your last occupation.

Q16 Approximately how frequently have you visited any of the following in the past 12 months? Please tick one box only in each row.

	Not at all	About once in 12 months	About once in 6 months	About once in 3 months	About once a month	About once a week	Several times a week
Gardens, grounds or parkland of historic house.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The countryside for a leisure visit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Country town or village for a leisure trip	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The coast including coastal towns.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ancient/historic site in the countryside	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q17 If you read any of the following please indicate how often. Please tick one box only in each row.

	Not at all	Read daily	Weekly	Sometimes
The Times	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Telegraph	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Guardian	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Independent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Daily Mail	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Daily Express	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Mirror	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Sun	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Daily Star	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local newspaper	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please describe the sections of the newspaper that you enjoy the most, e.g. Politics, people, travel, the arts,

Q18 Thinking about a typical day, how many hours a day on average do you spend on the following activities? Please tick one box only in each row.

	None	1 or less	2	3	4 or more
Watching television	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Watching TV news and current affairs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Watching programmes about the countryside & nature.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Surfing the Internet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reading news & current affairs on the Internet.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

If you do make visits to the countryside in your leisure time, could you please choose one countryside location that you regularly visit or have visited in the past 6 months and answer the following ? If you do not visit the countryside please go to Question 30 and carry on.

Q19 Please provide the name of the place that you have chosen

Q20 What is the approximate location of this place (e.g. nearest town)

Q21 Please describe one aspect of this place that attracts you personally.

Q22 Do you know who owns this land? Please tick one box only.

No	National Trust	Other conservation organization	Private land owner
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q23 Approximately how far is this place from your home? Please tick one box only.

Under 1 mile	1-5 miles	6-10 miles	11-50 miles	50+ miles
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q24 Approximately when was your last visit to this place? Please tick one box only.

Within the past month.....	<input type="checkbox"/>
3 months ago.....	<input type="checkbox"/>
3-6 months ago	<input type="checkbox"/>
6 months to 12 months ago.....	<input type="checkbox"/>
More than 12 months ago	<input type="checkbox"/>

Q25 Approximately how often have you visited this place in the past 12 months? Please tick one box only.

Less than 5 times	6-9 times	10-19 times	20-29 times	30+
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q31 Please indicate how strongly you agree or disagree with the following statements which are about how your family and education influenced your attitudes to the countryside. Please tick one box only in each row.

	Strongly disagree	Disagree	Neither agree or disagree	Agree	Strongly agree
My parents/carers were very interested in pursuing activities in the countryside.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Friends at school were interested in activities in the countryside.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
At school I was always interested in most topics about the countryside.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My parents/carers would always encourage me to take an interest in the countryside and nature.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Children's stories always seemed to involve reference to the countryside or nature.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My interest in the countryside only developed when I was an adult.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q26 What is your usual method of transport to the area. Please tick one box only.

On foot.....	<input type="checkbox"/>
By car	<input type="checkbox"/>
Bicycle	<input type="checkbox"/>
Public bus service	<input type="checkbox"/>
Motor bike.....	<input type="checkbox"/>
Other.....	<input type="checkbox"/>

Q27 Who do you usually visit with? Please tick one box only in each row.

	Never	Some times	Often	Almost always	Always
Alone.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
With a group other than family.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
With friends & family	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
With children	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q28 Thinking of your last visit? Please tick one box only in each row.

	Under a mile	1-2 miles	3-4 miles	5-6 miles	over 6 miles	Did not walk
How far did you walk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Up to an hour	1-2hrs	3-4hrs	5-6hrs	Over 6 hrs	
How long did it take	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Q29 If you have a regular arrival/ setting off point at the property can you give the location?

Q30 How strong is your intention to visit the countryside for some type of leisure activity, like going for a walk in the next month? Please tick one box only.

Definitely will not visit	Probably will not visit	Not sure	Probably will visit	Definitely will visit
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q32 How strongly do you agree or disagree with the following statements 1= Strongly Disagree , 5=Strongly Agree. Please tick one box only in each row.

	1	2	3	4	5
Items in the press or on T.V. have helped me to understand and enjoy my visits to the countryside in the UK.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It is interesting to read or see a programme about somewhere that I have visited or about to visit.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
When I was growing up we regularly watched programmes about nature and the countryside at home.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
In films and TV programmes the countryside can provide real atmosphere to a story.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I can think of occasions when I have read something or watched a TV programme that has encouraged me to make a trip to the country for a walk or some other activity.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q33 How strongly do you agree or disagree with the following statements. 1= Strongly Disagree, 5 = Strongly Agree (complete all that are relevant) Please tick one box only in each row.

	1	2	3	4	5
The countryside is part of my personal cultural heritage.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Being near the coast is more interesting than inland sites.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The countryside has a relevance to my life and who I am.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visiting places in the countryside helps me to understand how people used to live.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There are always more interesting things to do with friends than visit the countryside.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I enjoy the countryside most when it is quiet with few people around.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I only visit the countryside to walk and get some exercise.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I enjoy being in the countryside, it really raises my spirits.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I will visit the countryside if it is an easy drive from home and I can park easily.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I enjoy participating in country sports and activities in the countryside.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I enjoy the thought of living in a remote country cottage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I find some aspects of nature, e.g. wildlife, flowers, very interesting.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Building affordable housing is more important than preserving the countryside.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
We need to construct more wind turbines in the countryside to make sure we have energy for the future. ..	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Some types of countryside interest me more than others, e.g woodland, moorland.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I like a walk in the country with a view.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My family and friends are just not interested in going to the countryside.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I get peace of mind from being in the country.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would visit the countryside more if I could walk from home	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It is usually my friends or family that suggest and organise an activity in the countryside.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The weather has to be good for me to visit the countryside	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I like to do some other activity in the countryside than just walking.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wildlife and flowers in the country need protection.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
People over-romanticise the countryside, we need building land for a growing population.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would like to know more about nature in the countryside.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Growing my own food and living more naturally really appeals to me.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would like to get more involved with the protection of the countryside.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Seeing farmers working the land is always an interesting part of a visit to the country.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q34 For Interview purposes only - Survey location.

Birmingham	<input type="checkbox"/>	Exeter	<input type="checkbox"/>	Nottingham	<input type="checkbox"/>
Bristol	<input type="checkbox"/>	Colchester	<input type="checkbox"/>	Other	<input type="checkbox"/>

Thank you

Appendix 4: Reliability analysis

Group reliability measure: Socializing Context - Cronbach's Alpha

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.862	.873	6

Item reliability measures: Socializing Context - Cronbach's Alpha

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Family and social					
My parents/carers were very interested in pursuing activities in the countryside	131.18	310.786	.431	.666	.857
Friends at school were interested in activities in the countryside	131.49	315.851	.374	.477	.858
At school I was always interested in most topics about the countryside.	131.14	311.458	.479	.544	.856
My parents/carers would always encourage me to take an interest in the countryside and nature.	131.04	311.162	.453	.688	.857
Children's stories always seemed to involve reference to the countryside or nature.	131.12	316.474	.391	.296	.858
My interest in the countryside only developed when I was an adult.	131.68	332.281	-.071	.323	.868

Group reliability measure: Media – Cronbach's Alpha

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.851	.863	5

Item reliability measures - Media - Cronbach's Alpha

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Media					
Items in the press or on T.V. have helped me to understand and enjoy my visits to the countryside in the UK	131.23	312.610	.427	.345	.857
It is interesting to read or see a programme about somewhere that I have visited or about to visit.	130.39	313.367	.465	.448	.857
When I was growing up we regularly watched programmes about nature and the countryside at home.	131.61	312.974	.365	.283	.858
In films and TV programmes the countryside can provide real atmosphere to a story.	130.70	315.717	.407	.424	.858
I can think of occasions when I have read something or watched a TV programme that has encouraged me to make a trip to the country for a walk or some other activity.	130.90	307.546	.556	.507	.855

Group reliability measures- countryside belief statements (cognitive) - Cronbach's Alpha

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.841	.857	10

Item reliability measures - countryside belief statements (cognitive) - Cronbach's Alpha

Cognitive	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
The countryside is part of my personal cultural heritage.	130.63	308.906	.498	.522	.856
Being near the coast is more interesting than inland sites.	131.01	320.168	.218	.187	.862
Visiting places in the countryside helps me to understand how people used to live.	130.86	307.435	.594	.457	.854
I find some aspects of nature, e.g. wildlife, flowers, very interesting	130.56	309.443	.560	.536	.855
Building affordable housing is more important than preserving the countryside.	132.22	331.108	-.043	.348	.867
We need to construct more wind turbines in the countryside to make sure we have energy for the future.	131.35	324.866	.100	.170	.864
Some types of countryside interest me more than others, e.g woodland, moorland.	130.92	314.323	.440	.270	.857
Wildlife and flowers in the country need protection.	130.27	313.997	.458	.437	.857
I would like to know more about nature in the countryside.	131.08	309.746	.578	.497	.855
Seeing farmers working the land is always an interesting part of a visit to the country.	130.86	307.527	.597	.474	.854

Group reliability measure - countryside belief statements (affective) - Cronbach's Alpha

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.851	.862	10

Item reliability measures - countryside belief statements (affective) - Cronbach's Alpha

Affective	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
The countryside has a relevance to my life and who I am.	130.86	305.755	.603	.621	.854
I enjoy the countryside most when it is quiet with few people around.	130.46	313.747	.456	.422	.857
I enjoy being in the countryside, it really raises my spirits.	130.39	307.196	.652	.664	.853
I enjoy participating in country sports and activities in the countryside.	131.71	311.907	.407	.351	.858
I enjoy the thought of living in a remote country cottage	131.49	310.300	.367	.291	.859
I like a walk in the country with a view	130.53	312.445	.518	.438	.856
I get peace of mind from being in the country.	130.55	307.924	.616	.622	.854
People over-romanticise the countryside, we need building land for a growing population.	132.29	329.587	-.006	.383	.866
Growing my own food and living more naturally really appeals to me	130.99	307.550	.497	.436	.855
I would like to get more involved with the protection of the countryside	131.38	310.162	.546	.509	.855

Group reliability measure - countryside belief statements (conative) - Cronbach's Alpha

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.866	.878	9

Item reliability measures - countryside belief statements (conative) - Cronbach's Alpha

Conative	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Intention to visit	130.27	312.539	.455	.418	.857
There are always more interesting things to do with friends than visit the countryside.	131.94	333.018	-.090	.331	.868
I only visit the countryside to walk and get some exercise.	131.67	322.283	.182	.231	.862
I will visit the countryside if it is an easy drive from home and I can park easily.	131.37	319.774	.215	.219	.862
My family and friends are just not interested in going to the countryside.	132.16	333.503	-.101	.247	.868
I would visit the countryside more if I could walk from home	131.07	314.850	.332	.227	.859
It is usually my friends or family that suggest and organise an activity in the countryside	132.09	326.847	.067	.262	.864
The weather has to be good for me to visit the countryside	131.44	328.699	.011	.281	.866
I like to do some other activity in the countryside than just walking.	131.34	316.247	.317	.270	.860

Appendix 5: Frequencies, means and standard deviations

Descriptive Statistics			
	N	Mean	Std. Deviation
Are you a member of a club or group that regularly visits the countryside.	2694	1.85	.356
Do you own a dog?	2699	1.78	.412
If so is there a place that you regularly take the dog for a walk?	558	1.11	.308
Approximately how far from your home is the nearest coun...	2706	1.68	.797
How long have you been a resident at your present addres...	2714	2.75	.643
Do you have an interest in the following? T. - History, arts and culture	2669	.60	.491
Do you have an interest in the following? Outdoor activities	2669	.68	.467
Do you have an interest in the following? No interest in either	2669	.16	.367
Age			
16-24 yrs	228	1.71	.455
25-34 yrs	331	1.69	.461
35-44 yrs	444	1.69	.461
45-54 yrs	500	1.72	.450
55-64 yrs	647	1.66	.473
65+ yrs	685	1.65	.477
Under 11 yrs	2488	1.82	.381
Aged 11-16 yrs	2268	1.86	.342
Did you ever live in a small town, village or country area.	2678	1.54	.498
Did any close member of your family work in the countryside	2567	1.76	.425
Which group below best describes your ethnic origin? ..	2686	1.15	.899
Which is the highest level qualification that you have achieved.	2677	4.35	2.727
Have you ever studied for a qualification, at any level	2667	1.76	.429
Gardens, grounds or parkland of historic house	2602	3.09	1.658
The countryside for a leisure visit	2605	4.24	1.932
Country town or village for a leisure trip	2535	3.69	1.775
The coast including coastal towns	2622	3.80	1.811
Ancient/historic site in the countryside	2539	2.45	1.384
The Times	1747	1.94	1.299
The Telegraph	1711	1.75	1.196
The Guardian	1665	1.75	1.197
The Independent	1588	1.70	1.222

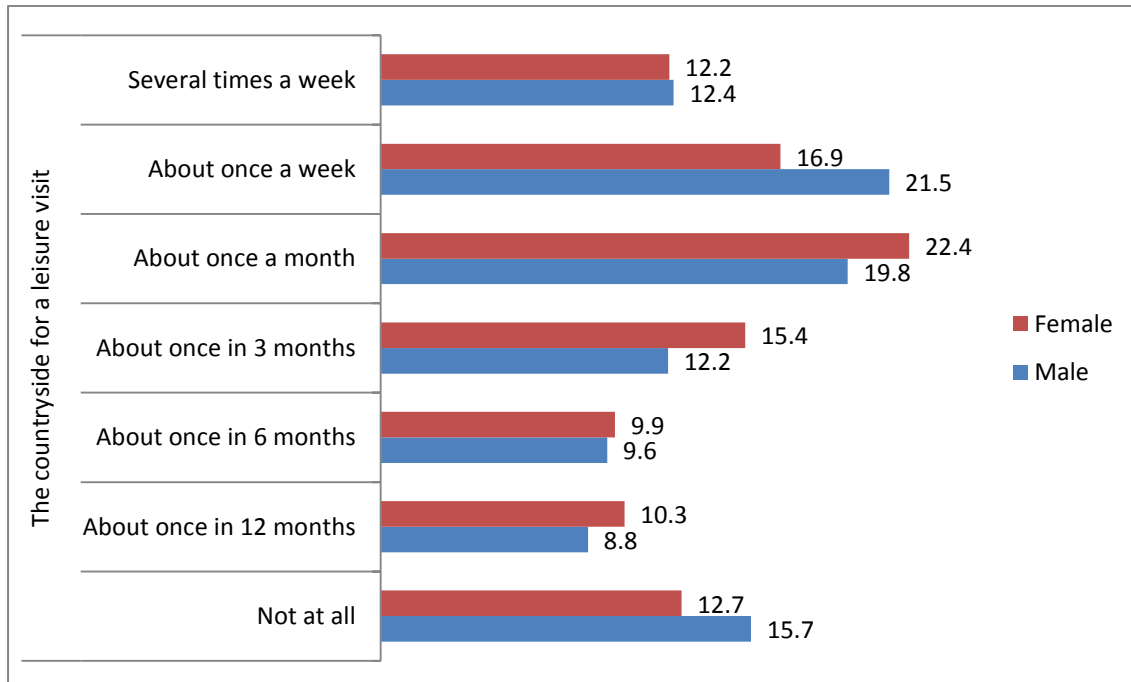
The Daily Mail	1860	2.08	1.243
Daily Express	1564	1.66	1.171
The Mirror	1606	1.65	1.145
The Sun	1708	1.80	1.177
Daily Star	1508	1.32	.867
Local newspaper	2192	2.75	1.076
Watching television	2674	3.45	1.125
Watching TV news and current affairs	2615	2.23	.767
Watching programmes about the countryside & nature	2600	2.09	.857
Surfing the Internet	2570	2.24	1.091
Reading news & current affairs on the Internet	2534	1.61	.812
Land ownership	1942	2.17	1.107
How far from your home	2000	2.82	1.236
Approximately when was your last visit to this place? Pl...	2005	1.55	.938
How often do you visit	2005	2.30	1.440
What is your usual method of transport to the area. Pleas...	1982	2.13	.975
Alone	1382	2.00	1.199
With a group other than family	1290	1.96	1.061
With friends & family	1794	3.54	1.227
With children	1355	2.46	1.422
How far did you walk	1950	2.80	1.202
How long did it take	1882	2.03	.872
Intention to visit	2571	4.03	1.111
My parents/carers were very interested in pursuing activities in the countryside	2591	3.21	1.225
Friends at school were interested in activities in the countryside	2576	2.92	1.052
At school I was always interested in most topics about the countryside.	2608	3.21	1.107
My parents/carers would always encourage me to take an interest in the countryside and nature.	2610	3.33	1.164
Children's stories always seemed to involve reference to the countryside or nature.	2581	3.24	.977
My interest in the countryside only developed when I was an adult.	2612	2.74	1.262
Items in the press or on T.V. have helped me to understand and enjoy my visits to the countryside in the UK	2645	3.14	1.144
It is interesting to read or see a programme about somewhere that I have visited or about to visit.	2650	4.00	1.053
When I was growing up we regularly watched programmes about nature and the countryside at home.	2599	2.81	1.264
In films and TV programmes the countryside can provide real atmosphere to a story.	2637	3.72	1.044

I can think of occasions when I have read something or watched a TV programme that has encouraged me to make a trip to the country for a walk or some other activity.	2629	3.46	1.149
The countryside is part of my personal cultural heritage.	2655	3.72	1.253
Being near the coast is more interesting than inland sites.	2660	3.37	1.179
The countryside has a relevance to my life and who I am.	2644	3.53	1.191
Visiting places in the countryside helps me to understand how people used to live.	2631	3.54	1.097
There are always more interesting things to do with friends than visit the countryside.	2626	2.53	1.180
I enjoy the countryside most when it is quiet with few people around.	2643	3.91	1.064
I only visit the countryside to walk and get some exercise.	2624	2.70	1.155
I enjoy being in the countryside, it really raises my spirits.	2642	3.96	1.058
I will visit the countryside if it is an easy drive from home and I can park easily.	2585	3.04	1.241
I enjoy participating in country sports and activities in the countryside.	2592	2.65	1.209
I enjoy the thought of living in a remote country cottage	2620	2.91	1.429
I find some aspects of nature, e.g. wildlife, flowers, very interesting	2631	3.83	1.093
Building affordable housing is more important than preserving the countryside.	2645	2.19	1.153
We need to construct more wind turbines in the countryside to make sure we have energy for the future.	2639	3.01	1.248
Some types of countryside interest me more than others, e.g woodland, moorland.	2624	3.44	1.028
I like a walk in the country with a view	2621	3.84	.984
My family and friends are just not interested in going to the countryside.	2616	2.34	1.186
I get peace of mind from being in the country.	2617	3.84	1.036
I would visit the countryside more if I could walk from home	2570	3.41	1.215
It is usually my friends or family that suggest and organise an activity in the countryside	2593	2.37	1.105
The weather has to be good for me to visit the countryside	2611	2.99	1.226
I like to do some other activity in the countryside than just walking.	2593	3.04	1.176
Wildlife and flowers in the country need protection.	2625	4.15	.985
People over-romanticise the countryside, we need building land for a growing population.	2619	2.11	1.133
I would like to know more about nature in the countryside.	2591	3.28	1.043
Growing my own food and living more naturally really appeals to me	2623	3.39	1.273
I would like to get more involved with the protection of the countryside	2603	2.94	1.069

Seeing farmers working the land is always an interesting part of a visit to the country.	2635	3.53	1.105
Valid N (listwise)	0		

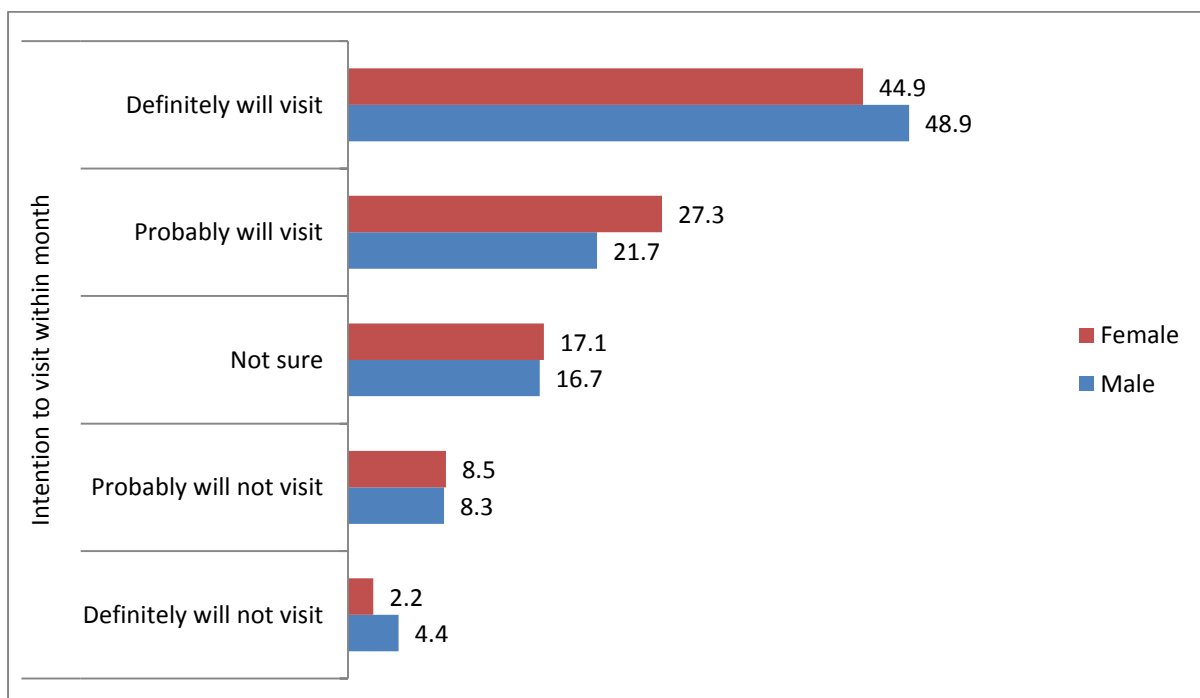
Appendix 6: Socio economic and demographic profiles - countryside visit behaviour.

Table 6-1: Gender and countryside visit behaviour %



$n = 2775 : (\chi^2 = 17.76, df=6, p=.000)$

Table 6-2 Gender and intended countryside visit behaviour %



$n = 2775 : (\chi^2 = 18.44, df= 4, p=.000)$

Table 6-3 Mann-Whitney U test - Gender and actual countryside visits

	The countryside for a leisure visit
Mann-Whitney U	732399.000
Z	-.646
Asymp. Sig. (2-tailed)	.519

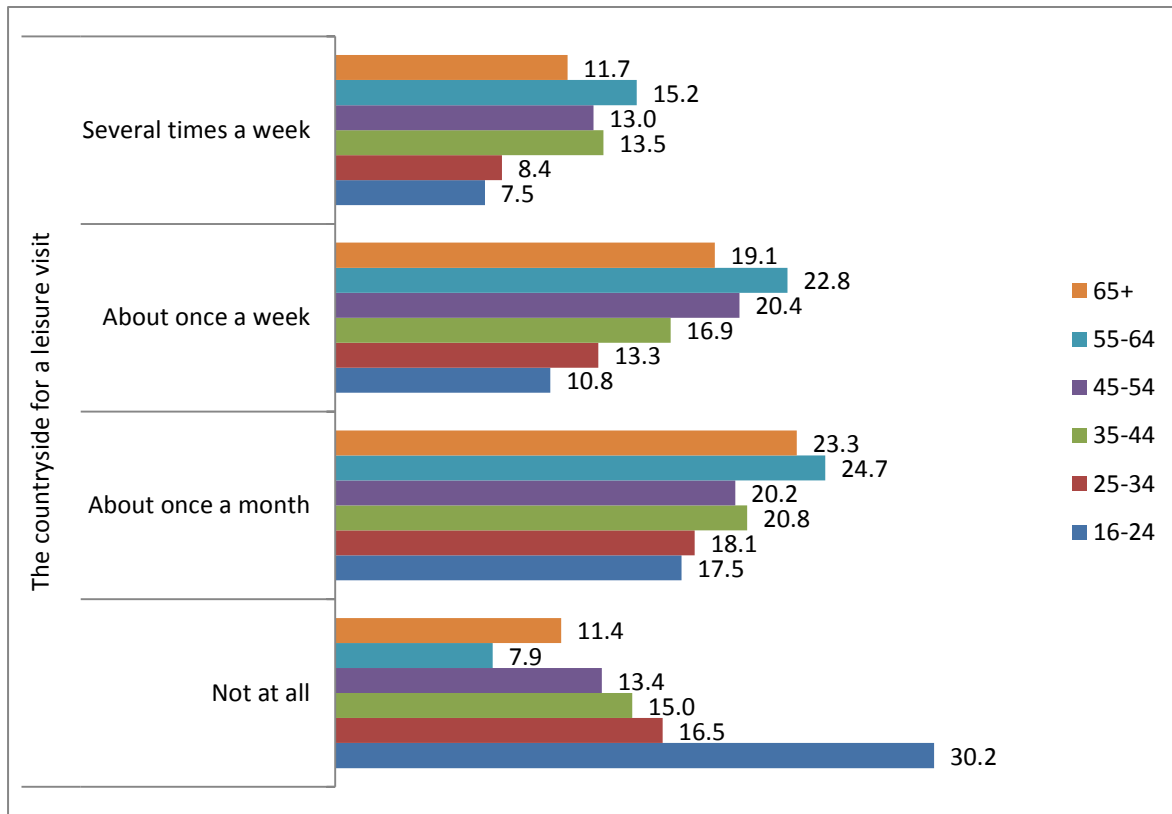
a. Grouping Variable: SEX

Table 6.4 Mann-Whitney U test - Gender and intended countryside visits

	Intention to viisit
Mann-Whitney U	712605.000
Z	-.619
Asymp. Sig. (2-tailed)	.536

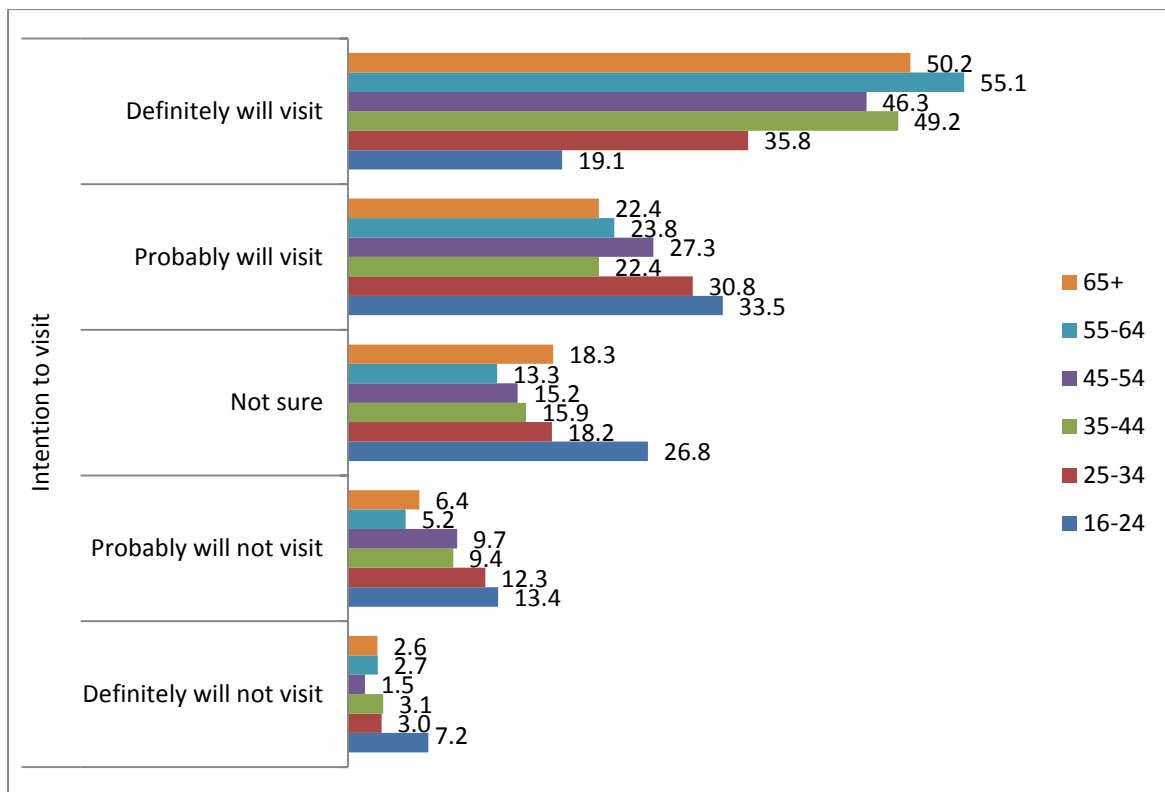
a. Grouping Variable: SEX

Table 6-5 Age and actual countryside behaviour %



$n = 2775$: ($\chi^2 = 129.2$, $df=30$, $p=.000$)

Table 6-6 age and intended countryside behaviour %



$n = 2775$: ($\chi^2 = 124.2$, $df=20$, $p = .000$)

Table 6-7 Ranks, Kruskal-Wallis test, age and actual visits

	AGE	N	Mean Rank
The countryside for a leisure visit	16-24	212	986.13
	25-34	309	1121.52
	35-44	414	1279.13
	45-54	476	1329.68
	55-64	579	1457.61
	65+	606	1334.74
	Total	2596	

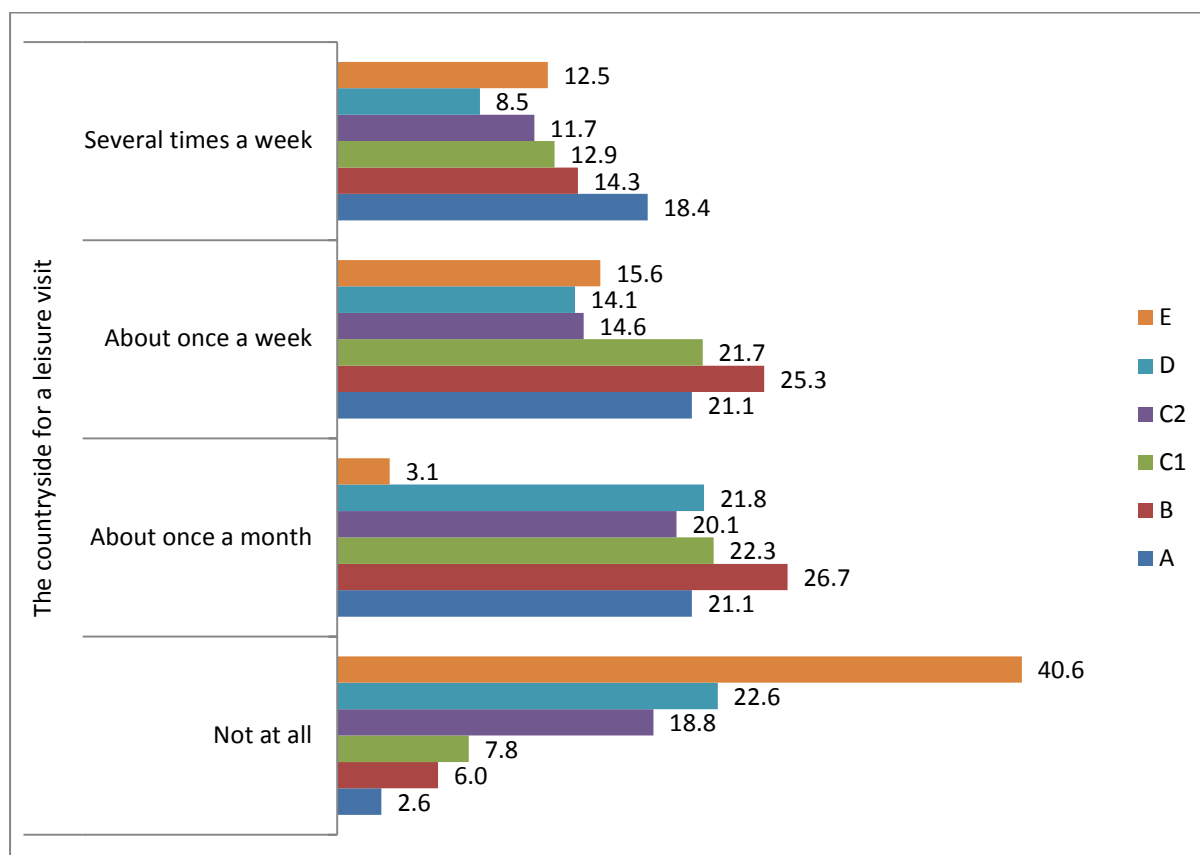
$p = .000$

Table 6-8 Ranks, Kruskal-Wallis test, age and intended visits

	AGE	N	Mean Rank
Intention to visit	16-24	209	893.80
	25-34	302	1145.59
	35-44	415	1304.36
	45-54	462	1295.85
	55-64	563	1414.26
	65+	611	1332.58
	Total	2562	

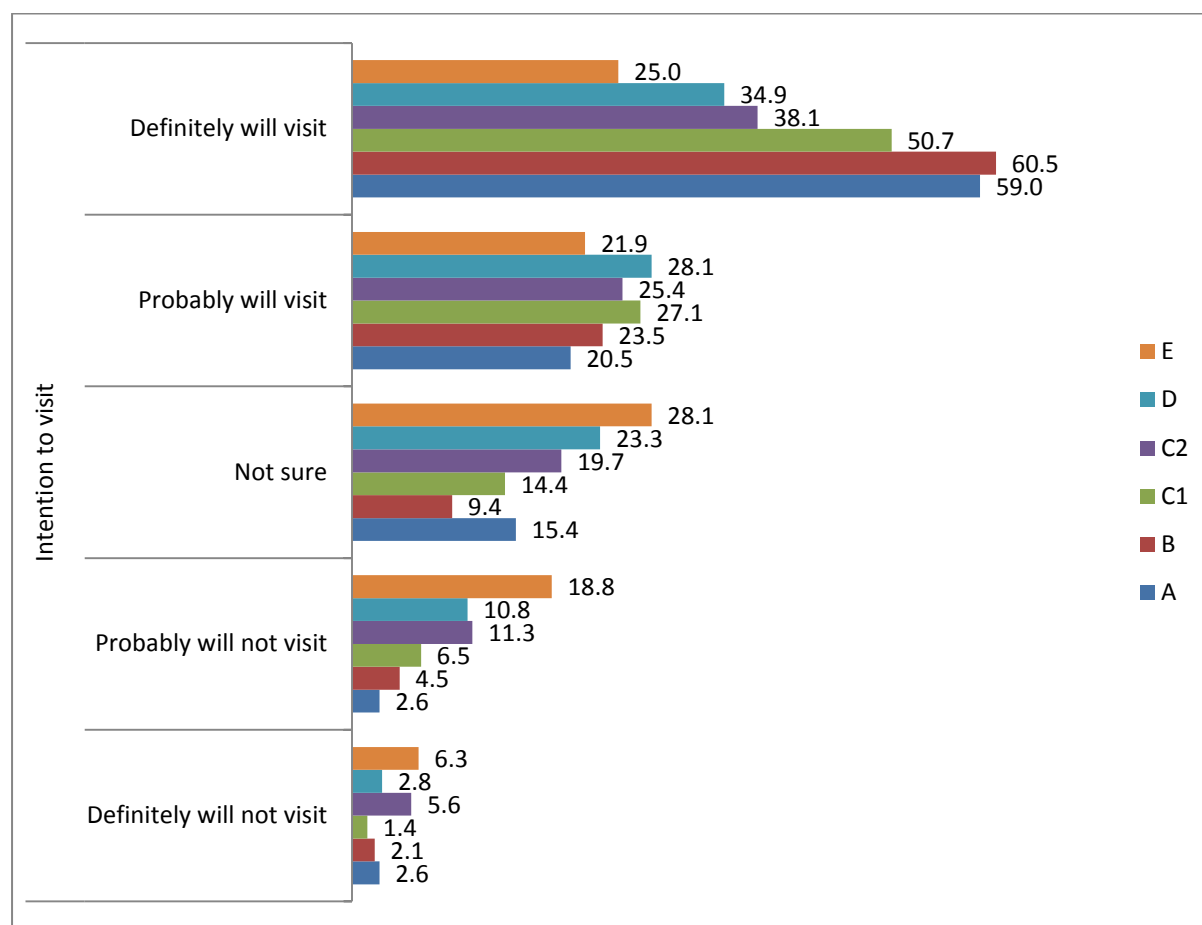
$p = .000$

Table 6-9 Socio economic group and actual visit behaviour %



$n = 2775$; ($\chi^2 = 170$, $df=30$, $p=.000$)

Table 6-10 Socio economic group and intended visit behaviour %



$n = 2775$: ($\chi^2 = 121.5$, $df=20$, $p=.000$)

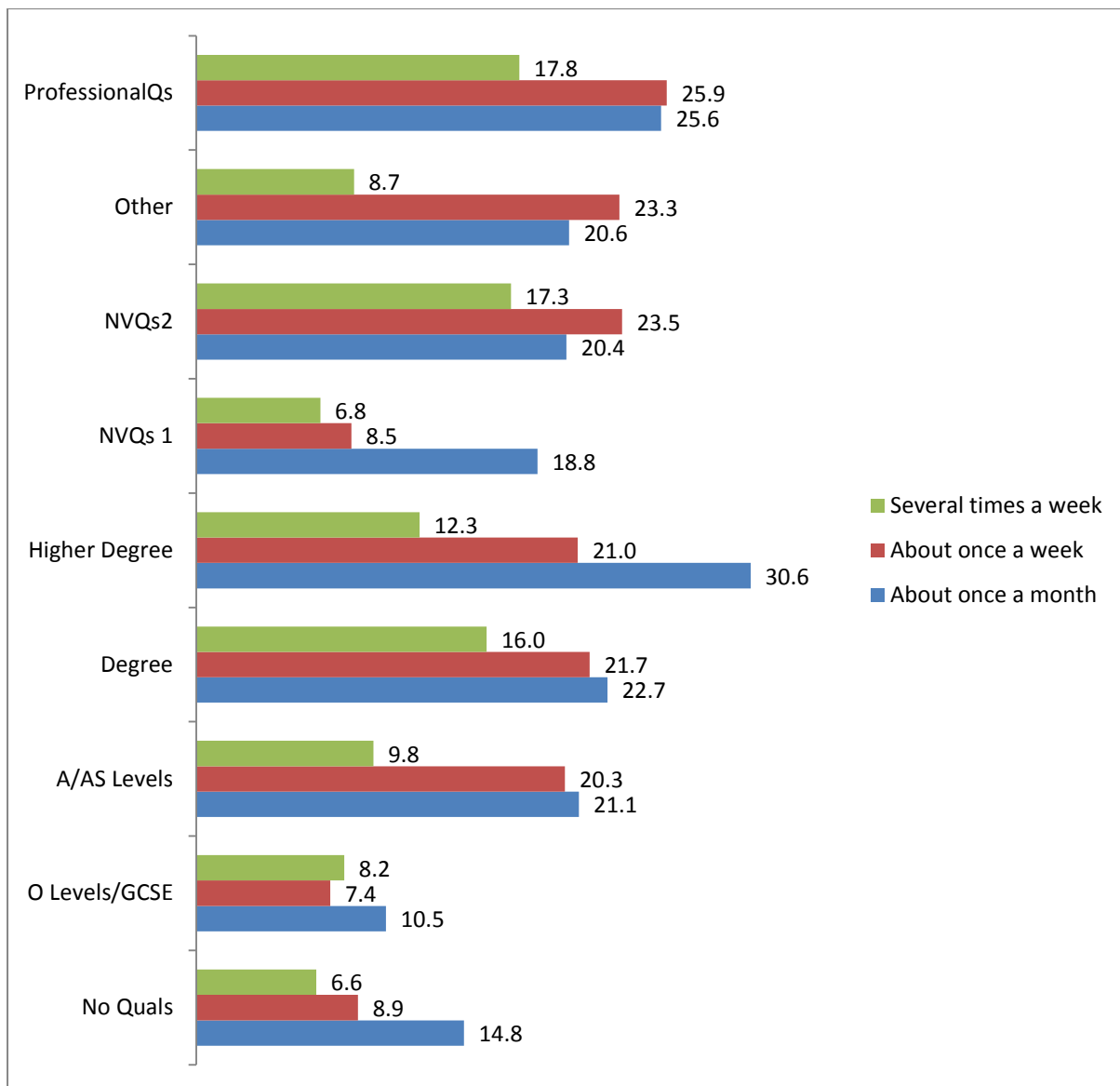
Table 6-11 Ranks, Kruskal-Wallis test, socio economic group and actual visits

	Socio Econ	N	Mean Rank
The countryside for a leisure visit	A	38	1302.32
	B	434	1296.82
	C1	922	1183.88
	C2	581	1000.90
	D	248	940.06
	E	32	785.67
	Total	2255	

Table 6-12 Ranks, Kruskal-Wallis test, socio economic group and actual behaviour

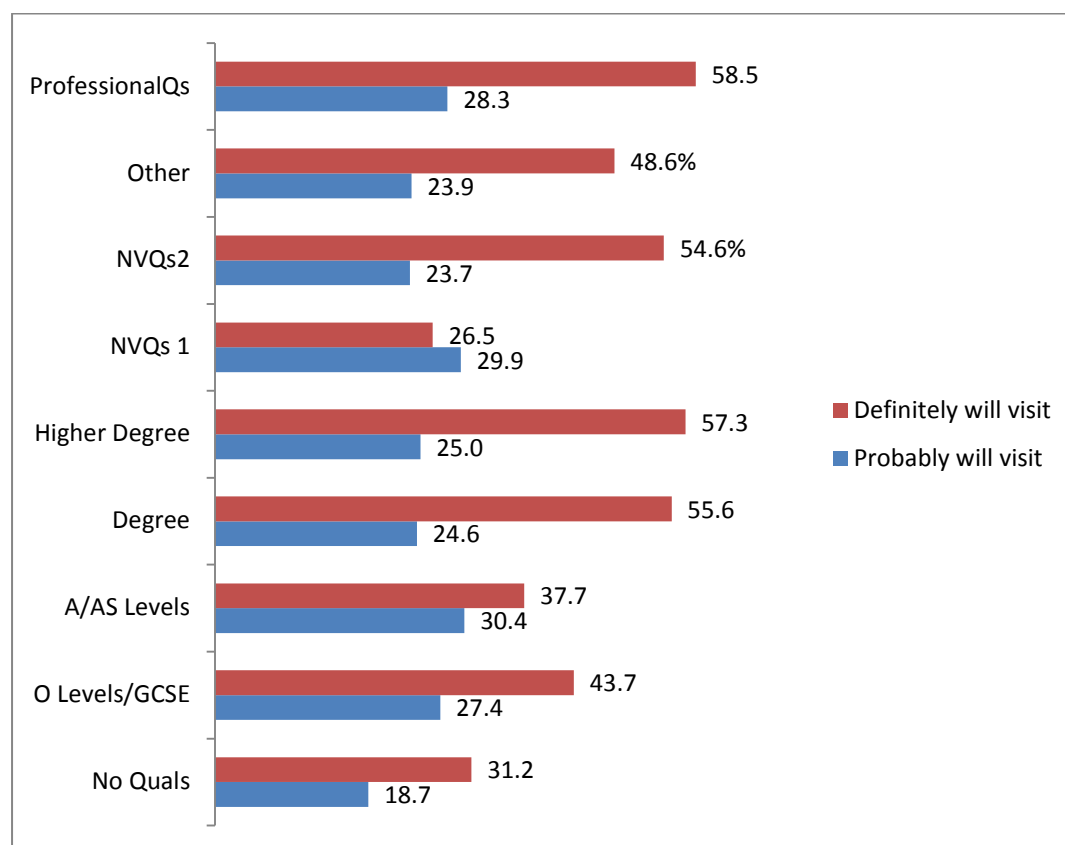
	Socio Econ	N	Mean Rank
Intention to visit	A	39	1256.64
	B	425	1286.60
	C1	912	1174.52
	C2	575	976.18
	D	249	960.38
	E	32	769.11
	Total	2232	

Table 6-13 Highest qualification achieved and actual countryside visits %



$n = 2775$: ($\chi^2 = 369.2$, $df=48$, $p=.000$).

Table 6-14 Highest qualification achieved and intended countryside visits %



$n = 2775$; ($\chi^2 = 1457$, $df=24$, $p=.000$).

Appendix 7: Analysis History, arts, culture and outdoor activity.

Crosstab

% within Do you have an interest in the following?
History, arts and culture

		The countryside is part of my personal cultural heritage.					Total
		1	2	3	4	5	
Do you have an interest in the following? Tick 0	History, arts and culture	13.6 %	14.0 %	27.1 %	23.6 %	21.7 %	100.0 %
		3.5%	6.3%	17.6 %	26.7 %	46.0 %	100.0 %
Total		7.6%	9.4%	21.4 %	25.4 %	36.2 %	100.0 %

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	254.886 ^a	4	.000
Likelihood Ratio	259.198	4	.000
Linear-by-Linear Association	253.532	1	.000
N of Valid Cases	2596		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 78.75.

Crosstab

% within Do you have an interest in the following?
Tick as appropri... - Outdoor activities

		The countryside is part of my personal cultural heritage.					Total
		1	2	3	4	5	
Do you have an interest in the following? - 0	Outdoor activities	14.6 %	14.2 %	25.2 %	21.1 %	24.9 %	100.0 %
		4.3%	7.2%	19.7 %	27.4 %	41.5 %	100.0 %
Total		7.6%	9.4%	21.4 %	25.4 %	36.2 %	100.0 %

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	167.679 ^a	4	.000
Likelihood Ratio	161.835	4	.000
Linear-by-Linear Association	161.628	1	.000
N of Valid Cases	2596		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 62.14.

Crosstab

% within Do you have an interest in the following?
Tick No interest in either

		The countryside is part of my personal cultural heritage.					Total
		1	2	3	4	5	
Do you have an interest in the following? - 0 No interest in either		4.6%	7.8%	20.0%	26.7%	40.9%	100.0%
	No interest in either	23.3%	17.7%	29.1%	18.4%	11.4%	100.0%
Total		7.6%	9.4%	21.4%	25.4%	36.2%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	303.139 ^a	4	.000
Likelihood Ratio	277.554	4	.000
Linear-by-Linear Association	291.499	1	.000
N of Valid Cases	2596		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 31.11.

Appendix 8: Hours spent per day on media (Q18)

Thinking about a typical day, how many hours a day on average do you spend on the following activities?

Watching television

Hours per day		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	None	105	3.8	3.9	3.9
	1 or less	469	16.9	17.5	21.5
	2	808	29.1	30.2	51.7
	3	714	25.7	26.7	78.4
	4 or more	578	20.8	21.6	100.0
	Total	2674	96.4	100.0	
Missing	System	101	3.6		
Total		2775	100.0		

Watching TV news and current affairs

Hours per day		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	None	247	8.9	9.4	9.4
	1 or less	1755	63.2	67.1	76.6
	2	436	15.7	16.7	93.2
	3	120	4.3	4.6	97.8
	4 or more	57	2.1	2.2	100.0
	Total	2615	94.2	100.0	
Missing	System	160	5.8		
Total		2775	100.0		

Watching programmes about the countryside & nature

Hours per day		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	None	563	20.3	21.7	21.7
	1 or less	1471	53.0	56.6	78.2
	2	411	14.8	15.8	94.0
	3	88	3.2	3.4	97.4
	4 or more	67	2.4	2.6	100.0
	Total	2600	93.7	100.0	
Missing	System	175	6.3		
Total		2775	100.0		

Surfing the Internet

Hours per day		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	None	654	23.6	25.4	25.4
	1 or less	1135	40.9	44.2	69.6
	2	443	16.0	17.2	86.8
	3	187	6.7	7.3	94.1
	4 or more	151	5.4	5.9	100.0
	Total	2570	92.6	100.0	
Missing	System	205	7.4		
Total		2775	100.0		

Reading news & current affairs on the Internet





Hours per day		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	None	1351	48.7	53.3	53.3
	1 or less	967	34.8	38.2	91.5
	2	125	4.5	4.9	96.4
	3	46	1.7	1.8	98.2
	4 or more	45	1.6	1.8	100.0
	Total	2534	91.3	100.0	
Missing	System	241	8.7		
Total		2775	100.0		

Appendix 9: Clusters

Clusters

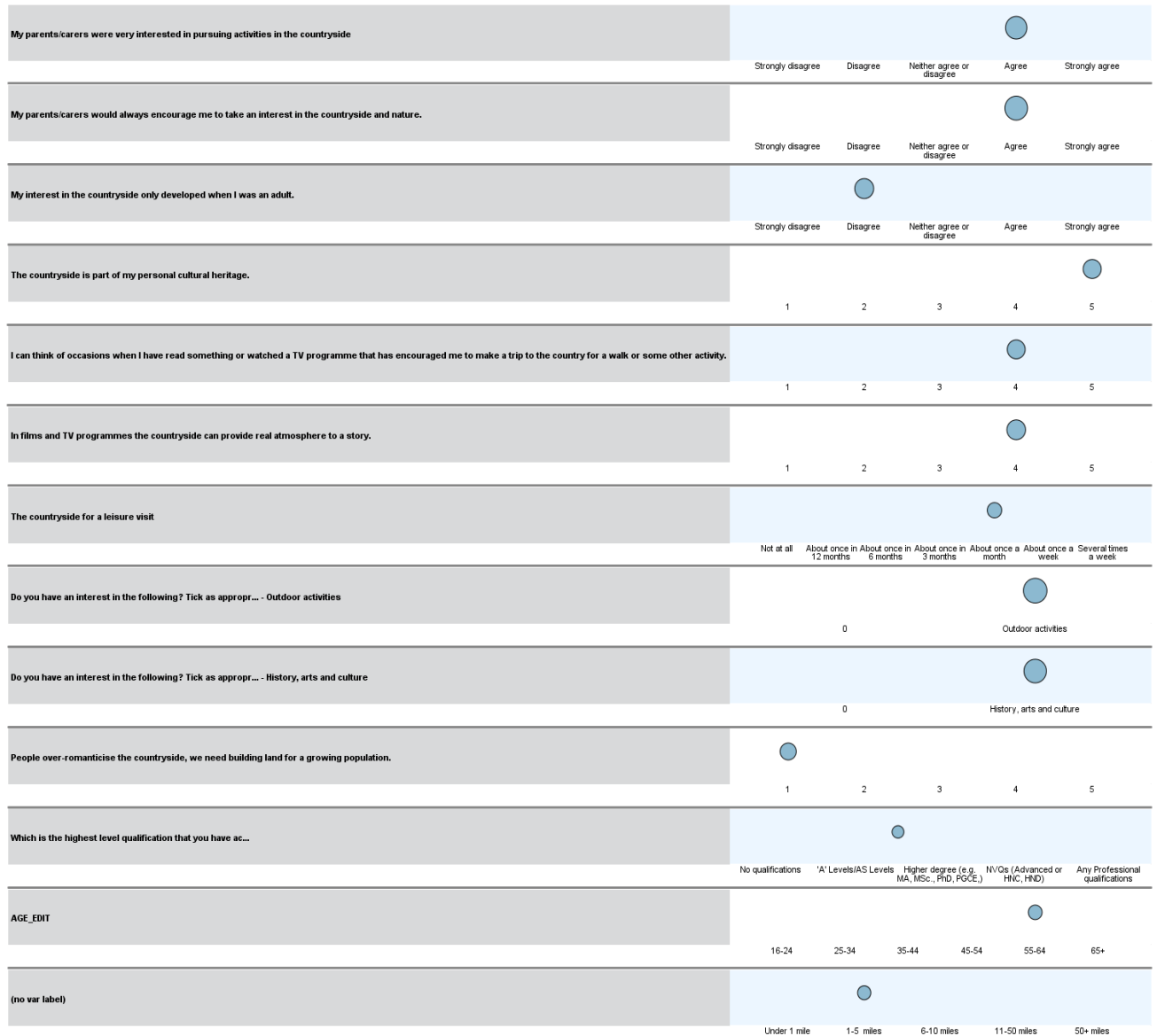
Input (Predictor) Importance

1.0 0.8 0.6 0.4 0.2 0.0

Cluster	2	4	3	1
Label				
Description				
Size	 31.0% (551)	 25.7% (467)	 23.1% (411)	 20.2% (360)
Inputs	<p>My parents/carers would always encourage me to take an interest in the countryside and</p> <p>My parents/carers were very interested in pursuing activities in the countryside. Agree (73.1%)</p> <p>My interest in the countryside only developed when I was an adult. Disagree (57.2%)</p> <p>The countryside is part of my personal cultural heritage. 5 (51.9%)</p> <p>In films and TV programmes the countryside can provide real atmosphere to a</p> <p>I can think of occasions when I have read something or watched a TV programme that ha...</p> <p>The countryside for a leisure visit About once a month (33.2%)</p> <p>Do you have an interest in the following? Tick as appropri... - History, arts and culture</p> <p>People over-romanticise the countryside, we need building land for a growing population.</p> <p>Do you have an interest in the following? Tick as appropri... - Outdoor activities</p> <p>Which is the highest level qualification that you have ac... Degree (e.g. BSc., BA) (22.1%)</p> <p>AGE_EDIT 55-64 (30.3%)</p> <p>(no var label) 1-5 miles (27.9%)</p>	<p>My parents/carers would always encourage me to take an interest in the countryside and</p> <p>My parents/carers were very interested in pursuing activities in the countryside. Disagree (50.3%)</p> <p>My interest in the countryside only developed when I was an adult. Agree (52.5%)</p> <p>The countryside is part of my personal cultural heritage. 5 (27.8%)</p> <p>In films and TV programmes the countryside can provide real atmosphere to a</p> <p>AGE_EDIT 55-64 (27.4%)</p> <p>Do you have an interest in the following? Tick as appropri... - Outdoor activities</p> <p>The countryside for a leisure visit About once a month (31.9%)</p> <p>I can think of occasions when I have read something or watched a TV programme that ha...</p> <p>People over-romanticise the countryside, we need building land for a growing population.</p> <p>Do you have an interest in the following? Tick as appropri... - History, arts and culture</p> <p>Which is the highest level qualification that you have ac... Degree (e.g. BSc., BA) (18.8%)</p> <p>(no var label) 1-5 miles (30.9%)</p>	<p>My parents/carers were very interested in pursuing activities in the countryside. Neither agree or</p> <p>My parents/carers would always encourage me to take an interest in the countryside and</p> <p>The countryside is part of my personal cultural heritage. 3 (40.1%)</p> <p>I can think of occasions when I have read something or watched a TV programme that ha...</p> <p>In films and TV programmes the countryside can provide real atmosphere to a</p> <p>The countryside for a leisure visit About once in 3 months (22.9%)</p> <p>My interest in the countryside only developed when I was an adult. Neither agree or</p> <p>Do you have an interest in the following? Tick as appropri... - History, arts and culture</p> <p>Do you have an interest in the following? Tick as appropri... - Outdoor activities</p> <p>Which is the highest level qualification that you have ac... 'O' Levels/GCSEs (23.6%)</p> <p>AGE_EDIT 65+ (25.1%)</p> <p>(no var label) 1-5 miles (32.8%)</p>	<p>My parents/carers would always encourage me to take an interest in the countryside and</p> <p>My parents/carers were very interested in pursuing activities in the countryside. Strongly agree</p> <p>My interest in the countryside only developed when I was an adult. Strongly disagree</p> <p>The countryside is part of my personal cultural heritage. 5 (76.4%)</p> <p>In films and TV programmes the countryside can provide real atmosphere to a</p> <p>I can think of occasions when I have read something or watched a TV programme that ha...</p> <p>The countryside for a leisure visit Several times a week (30.6%)</p> <p>People over-romanticise the countryside, we need building land for a growing population.</p> <p>Do you have an interest in the following? Tick as appropri... - Outdoor activities</p> <p>Do you have an interest in the following? Tick as appropri... - History, arts and culture</p> <p>AGE_EDIT 45-54 (22.8%)</p> <p>(no var label) 1-5 miles (30.6%)</p>

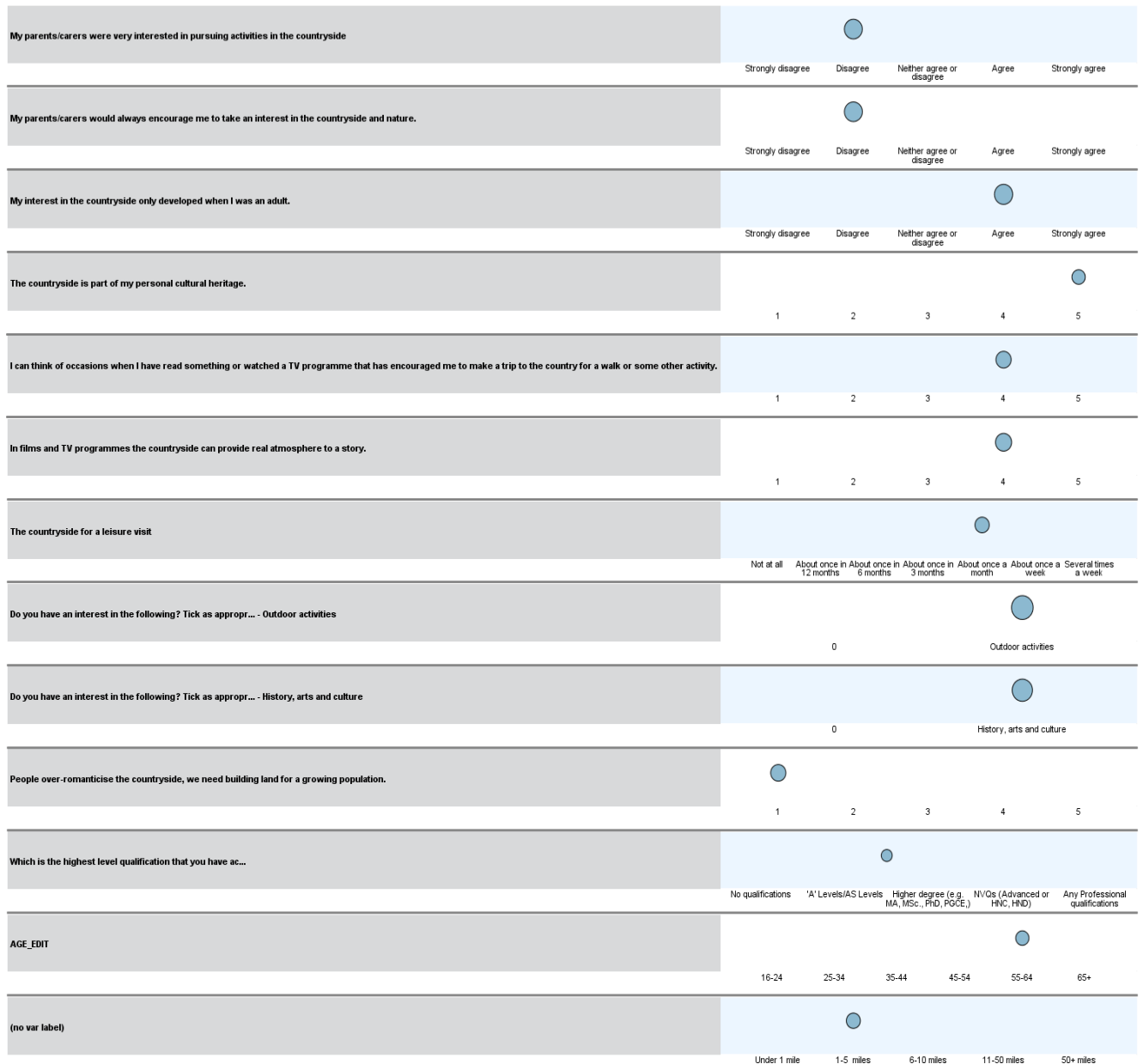
Cluster Comparison

■ 2



Cluster Comparison

■ 4



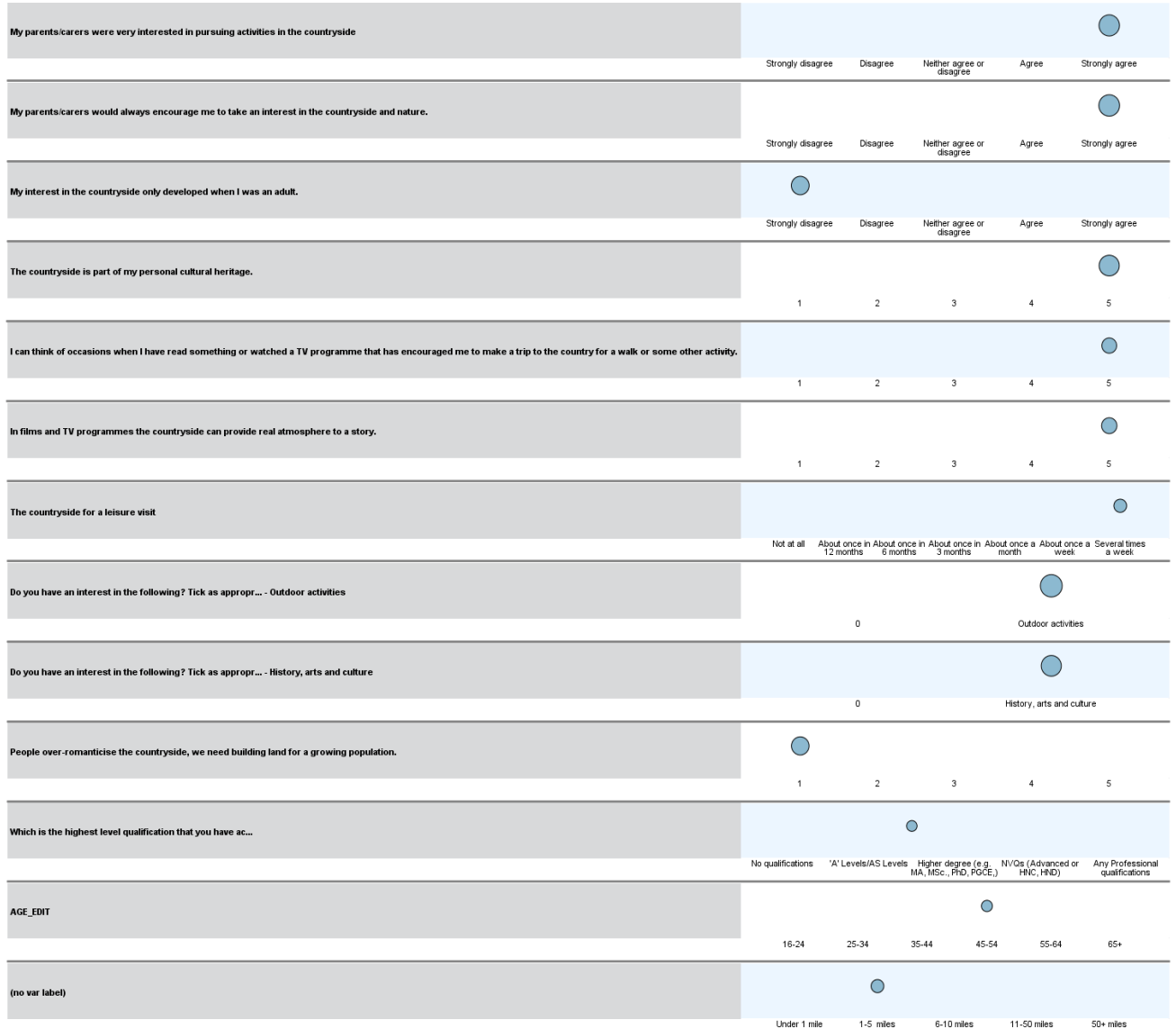
Cluster Comparison

■ 3



Cluster Comparison

■ 1



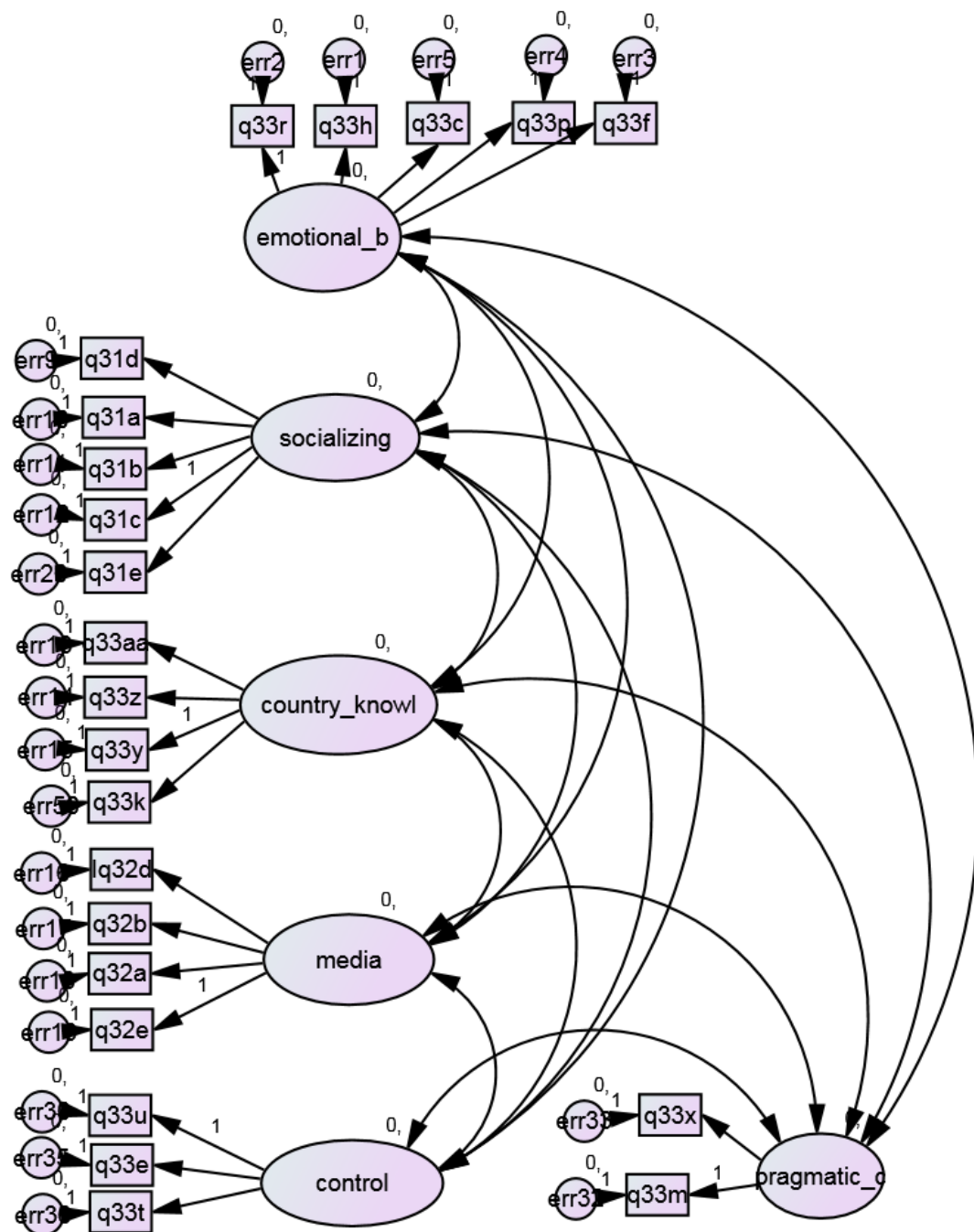
Appendix 10: Factor Analysis - total variance explained

Total Variance Explained

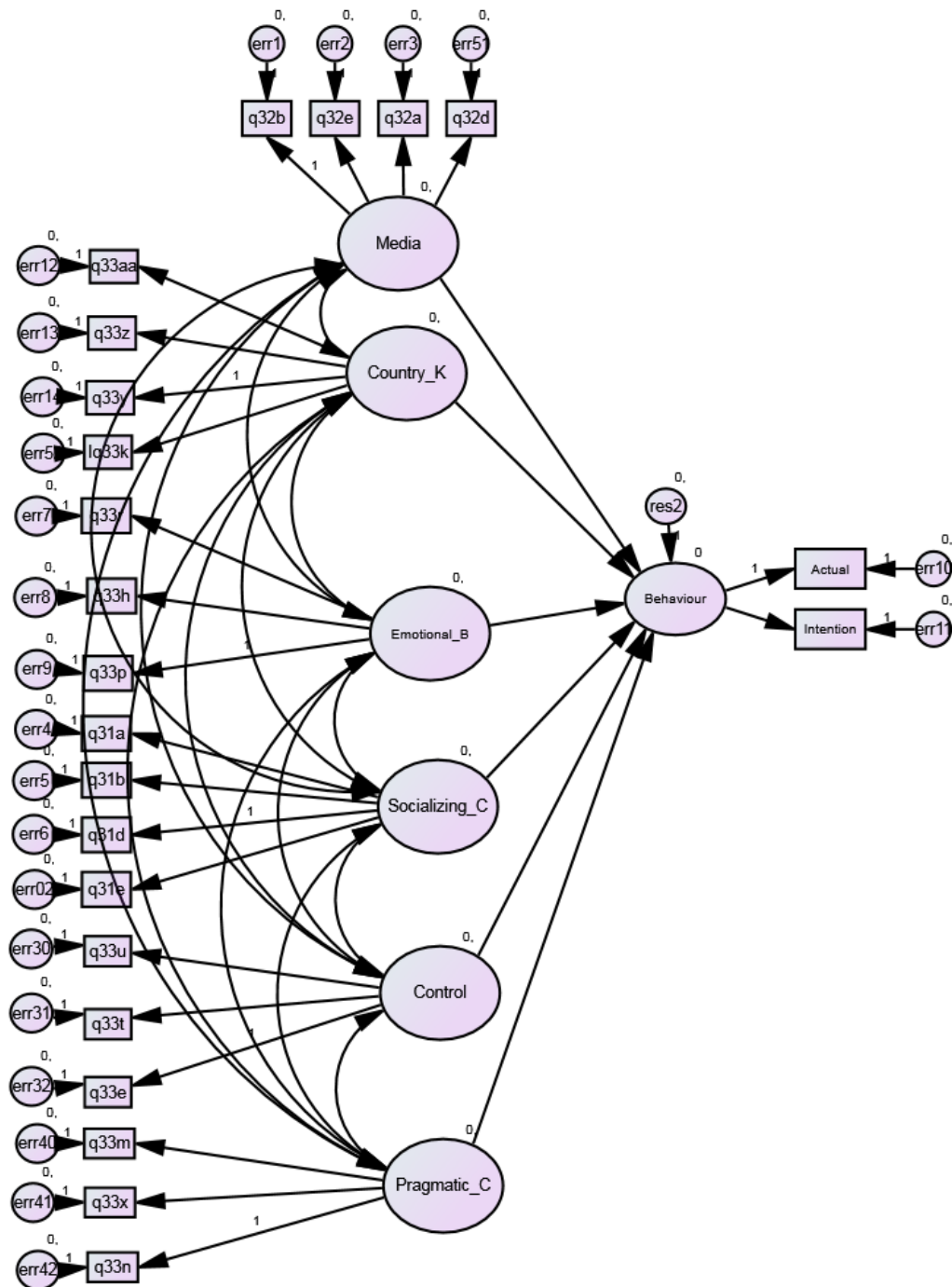
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	9.653	24.752	24.752	9.653	24.752	24.752	4.321	11.080	11.080
2	3.007	7.711	32.463	3.007	7.711	32.463	3.769	9.663	20.743
3	2.432	6.236	38.699	2.432	6.236	38.699	3.238	8.302	29.045
4	1.613	4.135	42.835	1.613	4.135	42.835	3.219	8.255	37.299
5	1.326	3.400	46.235	1.326	3.400	46.235	2.157	5.530	42.830
6	1.237	3.173	49.408	1.237	3.173	49.408	1.863	4.776	47.605
7	1.106	2.837	52.245	1.106	2.837	52.245	1.463	3.752	51.358
8	1.014	2.601	54.846	1.014	2.601	54.846	1.360	3.488	54.846

Extraction Method: Principal Component Analysis.

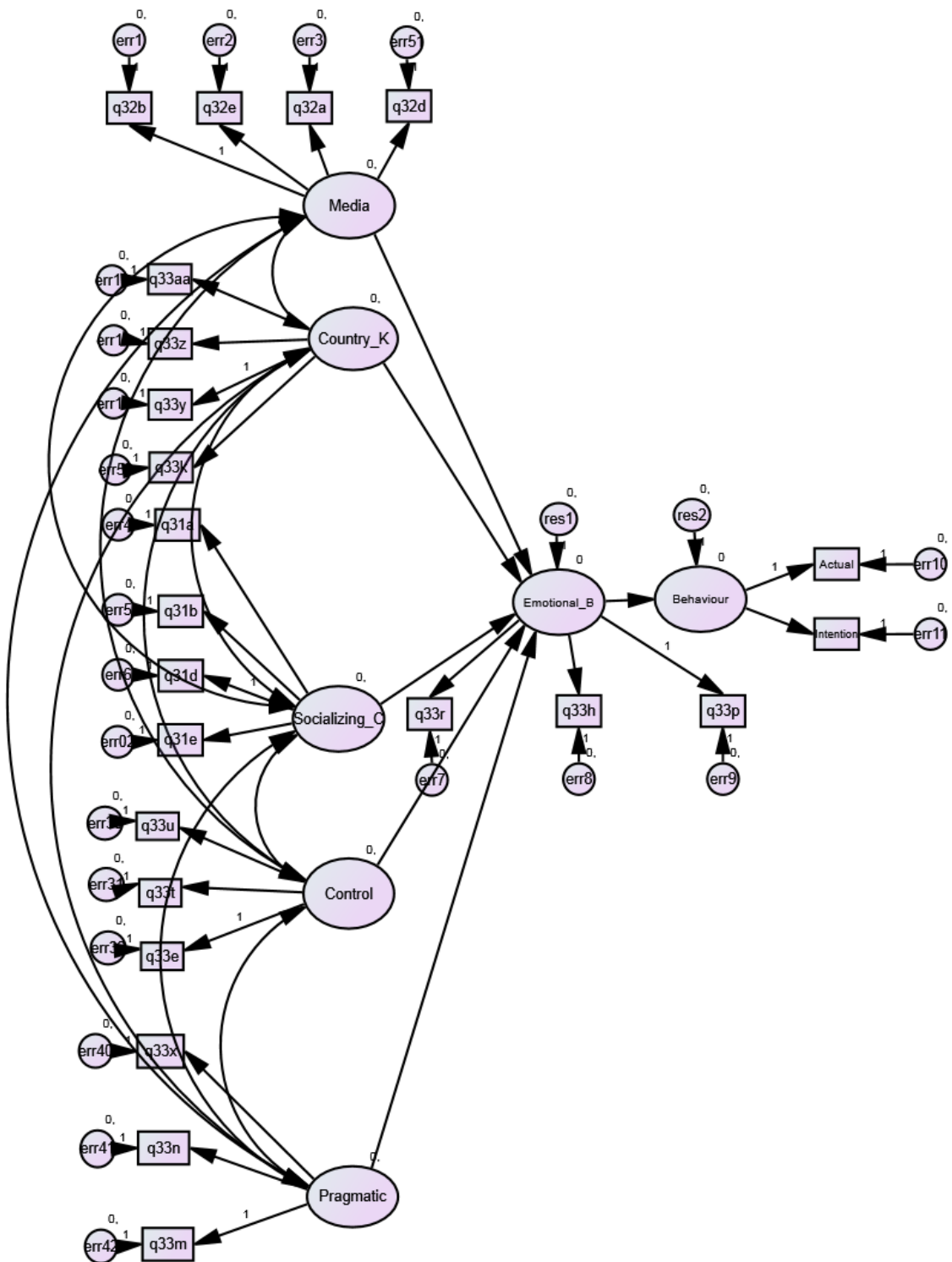
Appendix 11: The CFA Model



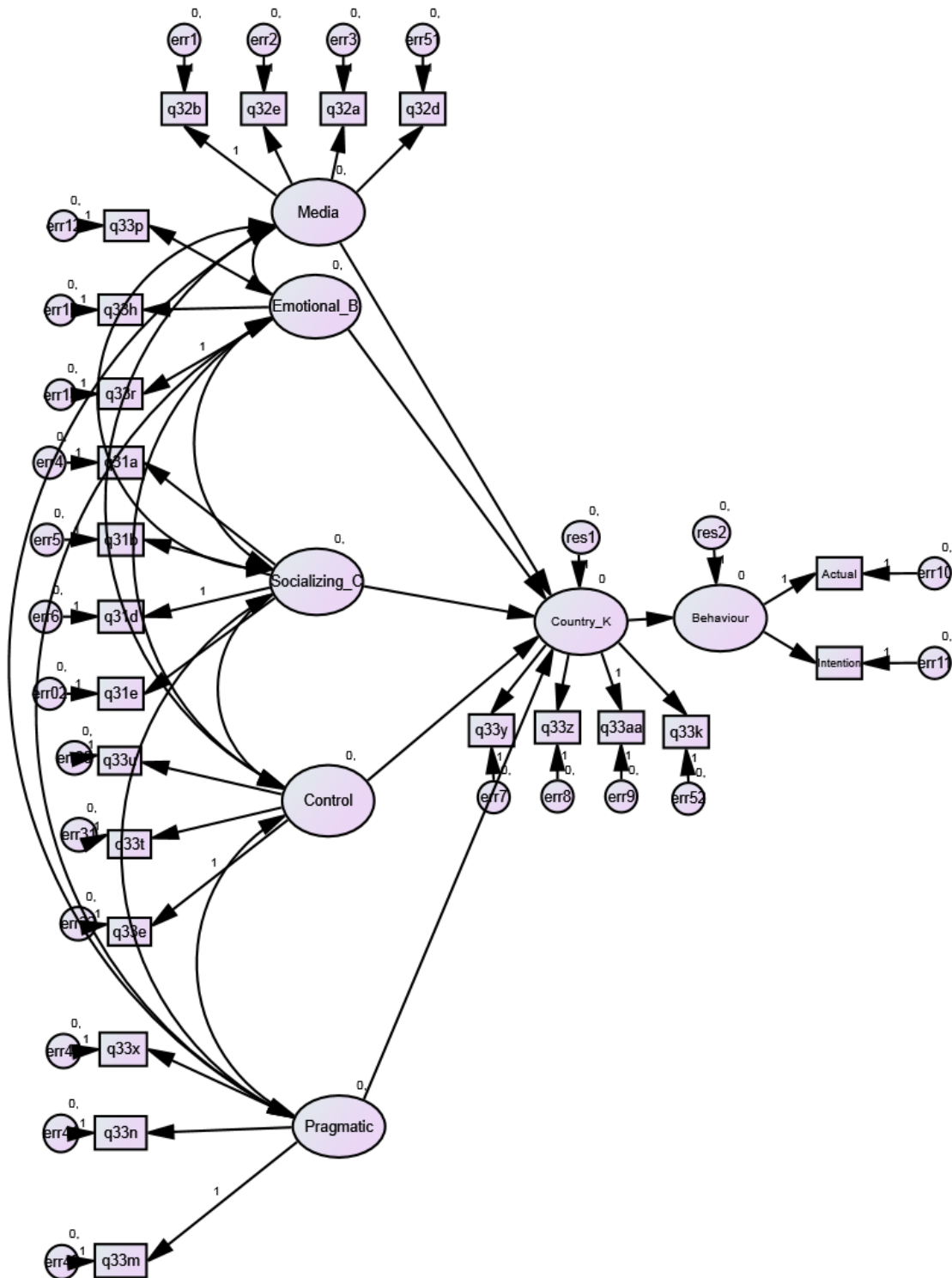
Appendix 12: Model 1 All variables predict Behaviour



Appendix 13: Model 2 Affect predicting behaviour



Appendix 14: Model 3 Cognitive predicting behaviour



Appendix 15: Model Fit and Maximum Likelihood Estimates Revised Model

1

Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	90	1373.305	209	.000	6.571
Saturated model	299	.000	0		
Independence model	23	20394.217	276	.000	73.892

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.933	.911	.942	.924	.942
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.757	.706	.713
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

NCP

Model	NCP	LO 90	HI 90
Default model	1164.305	1050.819	1285.256
Saturated model	.000	.000	.000
Independence model	20118.217	19653.170	20589.568

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	.495	.420	.379	.463
Saturated model	.000	.000	.000	.000
Independence model	7.352	7.252	7.085	7.422

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.045	.043	.047	1.000
Independence model	.162	.160	.164	.000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	1553.305	1554.876		
Saturated model	598.000	603.219		
Independence model	20440.217	20440.618		

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	.560	.519	.604	.561
Saturated model	.216	.216	.216	.217
Independence model	7.368	7.201	7.538	7.369

HOELTER

Model	HOELTER .05	HOELTER .01
Default model	493	525
Independence model	43	46

Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

		Estimate	S.E.	C.R.	P	Label
Behaviour	<--- Emotional_B	.989	.122	8.087	***	par_7
Behaviour	<--- Country_K	.060	.066	.900	.368	par_18
Behaviour	<--- Control	1.175	.116	10.085	***	par_20
Behaviour	<--- Social_C	.338	.038	8.995	***	par_21
Behaviour	<--- Media	.253	.076	3.319	***	par_22
Behaviour	<--- Pragmatic_C	1.129	.217	5.209	***	par_29
q32b	<--- Media	1.000				
q33p	<--- Emotional_B	1.000				
q16b	<--- Behaviour	1.000				
q32e	<--- Media	1.178	.035	33.970	***	par_1
q32a	<--- Media	.917	.033	27.612	***	par_2
q33h	<--- Emotional_B	1.634	.057	28.798	***	par_3
q31d	<--- Social_C	1.000				
q31b	<--- Social_C	.678	.019	35.719	***	par_4
q31a	<--- Social_C	1.052	.021	49.222	***	par_5
q30a	<--- Behaviour	.602	.017	35.192	***	par_6
q33y	<--- Country_K	1.000				
q33z	<--- Country_K	1.157	.037	31.180	***	par_8
q33aa	<--- Country_K	1.020	.032	32.313	***	par_9
q33u	<--- Control	-.933	.060	-15.615	***	par_13
social_org	<--- Control	.879	.055	15.945	***	par_14
social_vis	<--- Control	1.000				
q33r	<--- Emotional_B	1.507	.054	28.154	***	par_19
q33n	<--- Pragmatic_C	1.000				
q33x	<--- Pragmatic_C	2.621	.257	10.196	***	par_27
q33m	<--- Pragmatic_C	2.483	.242	10.253	***	par_28
q32d	<--- Media	.954	.031	31.081	***	par_35
q33k	<--- Country_K	.918	.041	22.623	***	par_36
q31e	<--- Social_C	.482	.019	25.808	***	par_37

Appendix 16: Model Fit and Maximum Likelihood Estimates Revised Model

2

Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	85	1690.374	214	.000	7.899
Saturated model	299	.000	0		
Independence model	23	20394.217	276	.000	73.892

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.917	.893	.927	.905	.927
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.775	.711	.718
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

NCP

Model	NCP	LO 90	HI 90
Default model	1476.374	1349.144	1611.037
Saturated model	.000	.000	.000
Independence model	20118.217	19653.170	20589.568

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	.609	.532	.486	.581
Saturated model	.000	.000	.000	.000
Independence model	7.352	7.252	7.085	7.422

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.050	.048	.052	.534
Independence model	.162	.160	.164	.000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	1860.374	1861.858		
Saturated model	598.000	603.219		
Independence model	20440.217	20440.618		

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	.671	.625	.719	.671
Saturated model	.216	.216	.216	.217
Independence model	7.368	7.201	7.538	7.369

HOELTER

Model	HOELTER .05	HOELTER .01
Default model	409	435
Independence model	43	46

Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

		Estimate	S.E.	C.R.	P	Label
Emotional_B <---	Country_K	.224	.019	11.621	***	par_11
Emotional_B <---	Media	.335	.022	15.300	***	par_12
Emotional_B <---	Control	.170	.028	5.978	***	par_21
Emotional_B <---	Pragmatic	.021	.022	.988	.323	par_28
Emotional_B <---	Social_A	.067	.011	5.979	***	par_29
Behaviour <---	Emotional_B	1.926	.091	21.101	***	par_8
q32b <---	Media	1.000				
q33p <---	Emotional_B	1.000				
q16b <---	Behaviour	1.000				
q32e <---	Media	1.176	.036	32.589	***	par_1
q32a <---	Media	.915	.033	27.457	***	par_2
q33h <---	Emotional_B	1.657	.059	27.896	***	par_3
q33r <---	Emotional_B	1.520	.055	27.458	***	par_4
q31d <---	Social_A	1.000				
q31b <---	Social_A	.674	.019	34.764	***	par_5
q31a <---	Social_A	1.046	.021	50.226	***	par_6
q30a <---	Behaviour	.622	.020	31.078	***	par_7
q33y <---	Country_K	1.000				
q33z <---	Country_K	1.157	.039	29.956	***	par_9
q33aa <---	Country_K	1.021	.032	32.124	***	par_10
Weather <---	Control	.874	.064	13.587	***	par_16
social_org <---	Control	.884	.064	13.749	***	par_17
social_vis <---	Control	1.000				
q33m <---	Pragmatic	1.000				
q33n <---	Pragmatic	.406	.039	10.403	***	par_22
q33x <---	Pragmatic	1.063	.061	17.467	***	par_23
q32d <---	Media	.955	.030	31.340	***	par_30
q33k <---	Country_K	.918	.042	21.986	***	par_31
q31e <---	Social_A	.480	.019	25.592	***	par_32

Appendix 17: Model Fit and Maximum Likelihood Estimates Revised Model

3

Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	85	2044.113	214	.000	9.552
Saturated model	299	.000	0		
Independence model	23	20394.217	276	.000	73.892

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.900	.871	.909	.883	.909
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.775	.698	.705
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

NCP

Model	NCP	LO 90	HI 90
Default model	1830.113	1688.983	1978.653
Saturated model	.000	.000	.000
Independence model	20118.217	19653.170	20589.568

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	.737	.660	.609	.713
Saturated model	.000	.000	.000	.000
Independence model	7.352	7.252	7.085	7.422

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.056	.053	.058	.000

Model	RMSEA	LO 90	HI 90	PCLOSE
Independence model	.162	.160	.164	.000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	2214.113	2215.597		
Saturated model	598.000	603.219		
Independence model	20440.217	20440.618		

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	.798	.747	.852	.799
Saturated model	.216	.216	.216	.217
Independence model	7.368	7.201	7.538	7.369

HOELTER

Model	HOELTER .05	HOELTER .01
Default model	339	360
Independence model	43	46

Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

		Estimate	S.E.	C.R.	P	Label
Country_K	<--- Emotional_B	.447	.033	13.592	***	par_11
Country_K	<--- Media	.183	.034	5.378	***	par_12
Country_K	<--- Control	.066	.041	1.602	.109	par_21
Country_K	<--- Pragmatic	.049	.032	1.516	.129	par_28
Country_K	<--- Social_A	.142	.016	8.686	***	par_29
Behaviour	<--- Country_K	1.195	.057	20.982	***	par_8
q32b	<--- Media	1.000				
q33aa	<--- Country_K	1.000				
q16b	<--- Behaviour	1.000				
q32e	<--- Media	1.175	.035	33.874	***	par_1
q32a	<--- Media	.915	.033	27.555	***	par_2
q33z	<--- Country_K	1.164	.039	30.074	***	par_3
q33y	<--- Country_K	1.003	.032	31.226	***	par_4
q31d	<--- Social_A	1.000				
q31b	<--- Social_A	.675	.019	35.572	***	par_5
q31a	<--- Social_A	1.047	.021	48.831	***	par_6
q30a	<--- Behaviour	.637	.024	26.704	***	par_7
q33r	<--- Emotional_B	1.000				
q33h	<--- Emotional_B	1.054	.025	42.853	***	par_9
q33p	<--- Emotional_B	.655	.023	28.213	***	par_10
Weather	<--- Control	.896	.063	14.156	***	par_16
social_org	<--- Control	.876	.060	14.563	***	par_17
social_vis	<--- Control	1.000				
q33m	<--- Pragmatic	1.000				
q33n	<--- Pragmatic	.406	.039	10.291	***	par_22
q33x	<--- Pragmatic	1.063	.059	18.013	***	par_23
q32d	<--- Media	.958	.031	31.171	***	par_30
q33k	<--- Country_K	.925	.042	22.003	***	par_31
q31e	<--- Social_A	.480	.019	25.776	***	par_32